



ENERGY PLUS

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CLIENT DESCRIPTION

Energy Plus provides electricity and energy-related services to small, medium, and large business customers in the northern region of the US.

CUSTOMER REQUIREMENTS

Due to the deregulation of energy products in the US, Energy Plus wanted to quickly secure contracts with small and medium-sized businesses in the Maryland, Texas, New York, Connecticut, and Pennsylvania markets. The target client consumption size for Energy Plus ranged from 50kw to 1mw.

SALES FOCUS INC. SOLUTIONS

Sales Focus was contracted to develop a sales and marketing plan, implement processes, then launch a focused team of sales professionals in less than 30 days to tactically acquire as many customers as possible.

RESULTS

SFI established an aggressive tactical sales approach: 85 "feet-on-the-street" sales professionals who travel door-to-door to acquire new customers.