



# SALES FOCUS

INTELLIGENT SALES OUTSOURCING

[www.salesfocusinc.com](http://www.salesfocusinc.com)



## ENRON ENERGY SERVICES

### ENERGY

#### CLIENT DESCRIPTION

Enron Energy Services Inc. (EES) was an energy, electricity, commodities, and services provider based in Houston, Texas. EES was one of the world's largest energy and utility suppliers, providing services to small, medium, and large business customers.

#### CUSTOMER REQUIREMENTS

Due to the deregulation of energy products in the US, EES wanted to quickly secure contracts with small and medium-sized businesses in the Texas market. The target client consumption size ranged from 5kw to 500kw.

#### 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. SFI established an aggressive tactical sales approach of 30 "feet-on-the-street" sales professionals who traveled door-to-door to acquire new customers.

#### RESULTS

The Sales Focus direct sales channel for Enron was the most successful sales team for the acquisition of small to medium-sized businesses in Texas's market. SFI provided a quick response and immediate success for EES through a structured and well-managed team of professionals.