



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com



TXU ENERGY

ENERGY

CLIENT DESCRIPTION

TXU Energy provides electricity and energy-related services to residential customers and businesses of all sizes in Texas and across the United States.

CUSTOMER REQUIREMENTS

Due to the deregulation of energy products in the United States, TXU wanted to quickly secure contracts with medium-sized businesses in the Texas market ranging in size from 60kw to 2,000kw.

SALES FOCUS INC. SOLUTIONS

In less than 30 days, Sales Focus developed a sales and marketing plan, implemented processes, and then launch a focused team of sales professionals. Our goal was to develop an aggressive sales strategy, implement it according to plan, and establish a strong TXU presence in the desired markets.

RESULTS

The direct sales channel Sales Focus developed for TXU has become the most successful sales team for the acquisition of small to medium-sized businesses in the Texas market. SFI seamlessly represented the TXU brand and was instrumental in establishing TXU as a viable provider of energy solutions to the designated markets.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus developed a tactical go-to-market plan that allowed TXU to quickly establish a presence in a newly targeted middle-market geography. They incorporated their processes and management tools into our organizational requirements that made the launch very successful. Time to market and scalability were essential to our success and Sales Focus delivered what they promised."

Marketing Director Channel Sales