

ENRON ENERGY SERVICES

INDUSTRY - ENERGY

CLIENT DESCRIPTION

Enron Energy Service (EES) provided electricity and energy-related services across the U.S to small, medium or large business customers. EES was one of the world's largest providers of energy services.

CUSTOMER REQUIREMENTS

Due to the deregulation of energy products in the United States, EES wanted to quickly secured contracts with small and medium sized businesses in the Texas market ranging in size from 5kw to 500kw.

SFI SOLUTIONS

Sales Focus was contracted to develop a sales and marketing plan, implement processes and then launch a focused team of sales professionals in less than 30 days to tactically acquire as many customers as possible. Sales Focus established an aggressive tactical sales approach of 30 "feet on the street" sales professionals knocking doors to acquire new business.

RESULTS

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