

Energy Plus



Industry

Energy

Client Description

ENERGY PLUS (EP) provides electricity and energy-related services across the U.S to small, medium and large business customers.

Customer Requirements

Due to the deregulation of energy products in the United States, EP wanted to quickly secured contracts with small and medium sized businesses in the Maryland, Texas, New York, Connecticut and Pennsylvania markets with client consumption ranging in size from 50kw to 1mw.

SFI Solutions

Sales Focus was contracted to develop a sales and marketing plan, implement process 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 85 “feet on the street” sales professionals knocking doors and acquiring new customers.

Results

The Sales Focus direct sales channel for EP was the most successful sales team for the acquisition of small to medium sized businesses in the US market. Sales Focus provided quick response and immediate success to EP through a structured and well managed team of professionals. Over 6 years of working with EP, SFI acquired well over 10,000 customers.