

TXU Energy

Industry

Energy

Client Description

TXU Energy provides electricity and energy-related services in Texas and across the U.S. Whether you're a residential customer, small or medium business, or a large business customer, TXU Energy can help you control energy costs while receiving high quality, dependable electric service.

Customer Requirements

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

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. Sales Focus established the TXU presence in the desired markets, put out an aggressive sales strategy, and then implemented the strategy according to plan.

Results

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