



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

COMMUNITY SOLAR ENERGY COMPANY

The Client has rapidly become one of the fastest growing acquisition and management services companies for community solar project developers nationwide. It is a leading force in mass-market acquisitions and is known for its proven strength in customer engagement and exceptional customer experiences at scale. With a reputation for excellence in both urban and rural communities, the Client has consistently over-delivered for clients.

CLIENT REQUIREMENTS

With an increase in developer partnerships, the Client needed to quickly establish a highly trained and experienced team of sales agents to sign up customers across NYSEG and National Grid.

SALES FOCUS INC. SOLUTIONS

In less than 45 days, Sales Focus developed a sales strategy, implemented the processes, and then launched a focused team of sales professionals. SFI quickly hired and trained 20 sales agents in Upstate New York to target the Client's desired market.

RESULTS

After dominating the Upstate New York market with SFI's 20 sales representatives, the Client allowed us to grow our team to 35 agents and expand into the New Jersey and Massachusetts markets. Our sales teams exceeded the Client's expectations by **averaging 2.1 sales per day per sales agent**.

CLIENT REVIEW OF SALES FOCUS INC.

"With 20 years experience in the energy industry, we had very high expectations for our relationship with SFI. They outperformed our expectations. They built successful teams in three regions targeting residential markets. SFI brought experience and process to our solution. Great results!"

-CEO