



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

AMERICAN ENERGY COMPANY

The Client is the USA's largest producer of carbon-free energy and is a leading supplier of electric power, natural gas, and energy management services.

CLIENT REQUIREMENTS

The Client needed a sales team to revive its B2B outside sales channel by acquiring small and medium sized businesses in deregulated markets across the United States.

SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to hire, train, and manage a team of 10 sales agents in February 2022, operating within the ComEd utility in Northern Illinois. Early success led to expanding into Dayton, Ohio with a team of 6. A further expansion into Cleveland, Columbus, Toledo and Cincinnati took place in December 2022. In 2023, The Client added additional teams in Connecticut and Massachusetts. In addition to the rapid expansion of outside sales teams, The Client also contracted SFI to launch a Telesales team based out of its Charleston, South Carolina sales center.

RESULTS

As of 2024, The Client has increased from an initial team of 10 to 60 outside agents, 15 Team Leads, 5 Regional Managers, and a National Sales Manager for a total contracted headcount of 81. To date, SFI has acquired over 1,900 new customers for The Client and generated 10,000 leads.



1,900

New Customers



10,000

Leads Generated



710%

Contracted Growth