



CASE STUDY

ENERGY MARKET PROGRAMS

ABOUT GOOD LEADS

Good Leads provides outsourced lead generation and business development services for mid-to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 200 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.



BACKGROUND:

Demand response and energy management solutions balance electric supply and demand by remotely managing and reducing electricity consumption so that energy is available to grid operators and utilities when it is needed. In order to meet megawatt reduction expectations, demand response facilitators offer energy credits or cash payments to energy users for cutting back (or curtailing) a specified amount of electricity upon request. A California energy management company offering demand response programs came to Good Leads for help in identifying high energy users in the commercial and industrial sectors who would agree to curtail their energy usage during peak hours in exchange for quarterly cash payments.

THE CHALLENGE:

The challenge was finding high energy users in the commercial and industrial sectors that were willing to commit to energy curtailment. While many companies were interested in the program and were looking for ways to become more “green” and conserve energy, not all would qualify for demand response incentive programs either because their energy consumption was too low or because they were unable to curtail use during peak times. The team needed strategies and business development skills in order to be prepared to negotiate objections, such as convincing operations or facilities managers who had existing relationships with their utility companies to consider participating in the program.

THE SOLUTION:

Making energy market expertise a top priority, Good Leads focused on team training that included a carefully prepared calling guide. In an energy market with changing players, emerging alternative energy providers, and innovative power-option programs, arming the team with competitive market knowledge was an important strategy. Experience in past energy market projects gave Good Leads a firm background in the market landscape.

The Good Leads’ approach included engaging prospects in conversations about their energy use to determine if they met specific criteria. Good Leads preempted objections about existing utility relationships and concerns about committing to energy reductions by focusing on key message points, such as a preliminary energy audit to identify resources that could be curtailed and the utility company’s endorsement of the program.

THE RESULTS:

With a nearly 70 percent success rate among qualified candidates, Good Leads obtained over 120 face-to-face appointments, including several large accounts triple the required curtailment size, to fill the client’s pipeline. By relying on Good Leads to handle the qualification process, the client freed the sales and engineering teams who were making the calls previously. With a focus on energy market expertise and call team training, Good Leads was able to provide the client a lead generation approach that not only qualified prospects, but also resulted in several large curtailment opportunities.