

# Energy Management Leader Penetrates New Markets With Targeted Inside Sales

## Client



Founded in 2009, Panoramic Power, a member of the Centrica Group, has quickly become a global pioneer in Energy Management Solutions.

Using an innovative and affordable solution that consists of non-invasive, wireless and self-powered circuit-level technology, coupled with cloud-based analytics, companies across a wide range of industries gain actionable insights into their energy usage and are able to reduce energy costs, and generate revenues while optimizing operations, processes and maintenance resources.

## Background

Internet of Things (IOT) has been a big topic in recent years; the sheer quantity of data now being collected from devices and machines at all points in the supply chain is providing a wealth of analytics for organizations to act upon.

Panoramic Power has given IOT an additional layer of intelligence by pioneering a system based on the concept of Internet of Energy (IOE). This system gives granular visibility into how energy is consumed across an organization's assets, granting insights into how operations can be improved with unprecedented clarity. Streamlined processes, foresight on maintenance issues, reduction of operational downtime, and significant energy savings, all become possible with Panoramic Power's energy management solution.

Energy intensive companies are finally beginning to see the potential of energy monitoring and many are now recruiting "energy managers" as part of their operational teams – even in companies without large energy expenditures, energy monitoring gives a powerful competitive edge.

## Objectives

Panoramic Power is a leader in energy management solutions in the United States, Australia and the United Kingdom, and is quickly growing its global presence. Italy presented a very attractive opportunity with its dense concentration of manufacturing and other high energy consuming

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industries, combined with rising energy costs and new legislation all putting pressure on companies to invest in energy saving initiatives.

The objective was to quickly grow the customer base by acquiring new customers and developing its partner (reseller) network. After implementing a team of field sales managers to manage their partnerships and sell direct to end users, Panoramic Power now only needed a way to increase its brand awareness and ramp up demand in order to penetrate the Italian market. Field sales needed new opportunities to work on, and keep them face to face with new potential clients.

### Challenges

Although Panoramic Power's energy insights are intriguing to many companies, the customer profile that Panoramic Power targets is quite specific. This makes for a time consuming qualification process to ensure that only high-value, partners and end customers are engaged by field sales.

Panoramic Power had used other 3rd party organizations for their demand generation, which ended in mixed results; as the main KPI of the campaigns were focused on appointments set. Panoramic Power found that although they had many appointments to follow up on, the potential customers were not properly qualified, leading to wasted time and resources of the sales team.

With headquarters in Israel and the USA, moving into the Italian market also posed some challenges with both proximity, and language barriers – Panoramic Power would need the ability to communicate, in both Italian and English, between potential customers, the sales team, and back to the head office in Tel-Aviv.

Even though 3D2B has almost 15 years of experience working with High Technology solutions on a global scale, IOT and specifically IOE are very new. In order to achieve the quality and volume of qualified opportunities that was expected, 3D2B needed to quickly become experts in a new marketplace.

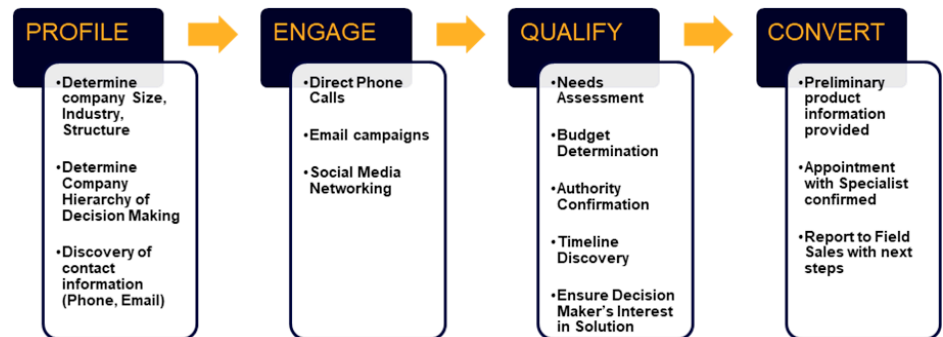
Streamlined processes needed to be introduced that allowed for frictionless communication between all parties, including Panoramic Power in Tel-Aviv, the Italian Field Sales Team and the 3D2B Inside Sales Team in Rome. This included aligning objectives, strategies and overall direction for marketing and sales efforts. In addition, careful alignment of systems such as 3D2B and Panoramic Power's CRM systems were necessary to track and communicate progress throughout the activity.

### Solution: Targeted Opportunity Generation

Based on the goals of Panoramic Power, and the challenges present in the Italian market, a three month pilot program with an account based approach was agreed upon to commence market penetration activities in Italy.

Using a “raw” list of companies selected by Panoramic Power, 3D2B allocated an Inside Sales Representative to profile the target accounts, network through to decision makers, perform a qualification analysis, introduce the Panoramic Power solution and set a qualified meeting for sales. The activities would be guided by an experienced Project Manager, to ensure quality throughout.

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### Resources Allocation

#### Project Management

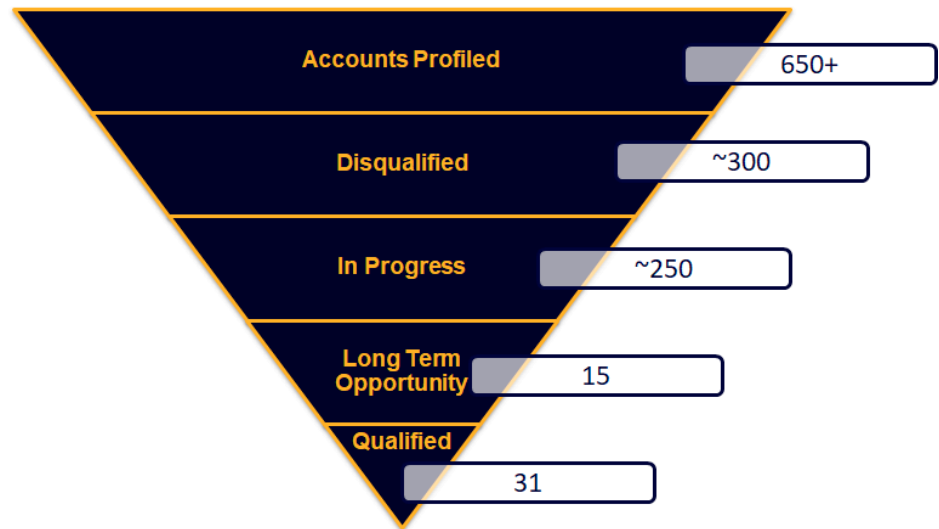
- **One dedicated Project Manager was allocated for this pilot**
- In depth research of industry and market, from an economic, political, and technological perspective
- Allocation, training and ongoing support of new Inside Sales Team
- Procuring, cleaning and uploading raw database of target accounts into 3D2B CRM
- Creation of processes and environment for carrying out activities
- Detailed weekly reporting on campaign activities and status

#### Inside Sales Team

- **One experienced Italian agent was allocated for this pilot**
- Profiling of accounts, discovery of target decision makers
- Networking through accounts, discovering needs and identifying opportunities for follow up by Regional Sales Manager
- Maintaining open communication with Sales Manager regarding opportunities and marketing strategy

- Inbound response handling for website interactions, and email marketing campaigns
- Event invitation for webinar

### Results



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In addition to creating sales ready opportunities, through its activities, 3D2B provided Panoramic Power with valuable market information on the remaining targeted accounts:

- **Nurture Pipeline** – Identified an additional 15 accounts where opportunities exist, with an expected close in 6-12 months.
- **Sales Pipeline** – over 250 decision makers were still being engaged for continuance through the qualification process
- **Disqualification** – over 300 accounts were disqualified for not matching target customer profile (opportunity size, customer needs, budget etc.)
- **Detailed Profiling** – through probing customers for their interests, pain points, budgets, timelines and overall business needs, 3D2B was able to provide detailed information on target accounts, giving Panoramic Power further insight into the profile of their target customers
- **Competitive Information** – identified a number of competitors and their relative market penetration in comparison to Panoramic Power

Following the success of the three month pilot campaign, 3D2B and Panoramic Power are now engaged in an ongoing relationship, with an annual agreement for activities in the Italian market. In addition, activities have been expanded to include Germany, by adding a full-time native German Inside Sales team member.

*Established in 2003, 3D2B provides B2B telemarketing and lead generation services to help foster customer relationships and boost sales across all industries. With offices in Rome and New York, 3D2B assists sales and marketing organizations across the globe. Founded on the principle of providing quality, specialized B2B telemarketing and lead generation services, 3D2B prides itself in the fact that its agents are highly educated, natively speak the languages they cover, and have industry-specific experience. For more information about 3D2B, visit [www.3D2B.com](http://www.3D2B.com).*

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