



Driven to accelerate our customers' revenue generation capabilities



Continental Utility Solutions, Inc (CUSI) Utility Billing Solutions

CUSI customers and employees enjoy new level of growth thanks to custom solutions developed by Vendere.

CUSI provides complete enterprise solutions to the water, energy, and waste management industries with customers ranging from 50 to over 500,000 meters, service locations or end users. Each month, millions of utility bills are sent out using CUSI's solutions. CUSI's successful business model allows the company to invest in a continuing development cycle, addressing the needs of customers today and in the future and to leverage the best integrated solutions with state of the art technology. Visit www.cusi.com for more information.

Setting The Stage For The Future

CUSI engaged Vendere to drive its revenue generation capabilities. CUSI was determined to accelerate its growth organically. CUSI released a new version of its industry leading software and wanted to put processes in place to ensure maximum exposure of the new version through the sales channel.

The first order of business was to take the current sales plan and develop the processes required to attain revenue targets. Several of Vendere's service offerings were implemented during the engagement, including Qualified Appointment Setting and Sales Management tools.

Exceeding Customer Expectations

Vendere first focused on the Qualified Appointment Setting process. Vendere facilitated sessions with the current sales team to discuss the opportunities and pitfalls while implementing the new appointment setting process. The sessions resulted in the sales team buying in to the process, ensuring successful implementation of the program.

By following Vendere's process, CUSI tripled the production of its inside sales team, resulting in an average of 75 appointments set each week. As a direct result of this engagement, 150 new opportunities for business were in CUSI's funnel.

Enabling the Customer

Vendere has ensured that the CUSI sales team has more highly qualified opportunities to chase and ultimately win. These new CUSI customers have provided the platform for the company's continued growth as well as the addition of new products and services.

Business Development Services Case Study

Solution Overview

Industry

Consumer Utilities

Company Profile

CUSI provides complete enterprise solutions to the water, energy and waste-management industries.

Situation

CUSI was determined to accelerate its growth organically. CUSI released a new version of its industry leading software and wanted to ensure maximum exposure of the new version through the sales channel.

Business Solution

Vendere implemented sales solutions to drive CUSI's revenue-generation capabilities.

Benefits

The first steps in the vision of growth have become reality and continue to move forward to maximize exposure through the sales channel.

"Vendere was able to quickly understand the challenges of our sales team and make the necessary changes using their processes, tools and methodologies"

Michael Gueriero
President
CUSI, Inc.

About Vendere

Vendere is Latin for "to sell." Our team is driven to accelerate our customers' revenue generation capabilities.

Vendere's program is designed to provide the framework and methodology to develop a model for your company that guarantees attainment of revenue goals, increased ROI of your sales process and growth of your sales funnel.

Dallas Office
12655 N Central Expressway
Suite 410
Dallas, TX 75243
972.934.9756, ext. 220

▼ www.venderepartners.com ▼

Denver Office
6200 S Syracuse Way
Suite 125
Greenwood Village, CO 80111
303.874.5177