



Positioned to Accelerate Sales Results

## Continental Utility Solutions, Inc (CUSI) Utility Billing Solutions

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

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CUSI provides complete enterprise solutions to the water, energy and waste-management industries with volume ranging from 200 to over 50,000 (metered services or end users). As a measure of our impact on the industry, millions of bills each month are sent out using our solutions. CUSI's successful business model affords us the resources to invest in a continuing development cycle that addresses the needs of customers today and tomorrow and leverages the best integrated solutions with state-of-the-art technology. See [www.cusi.com](http://www.cusi.com) for further information.

CUSI engaged Vendere to drive its revenue generation capabilities. CUSI was determined to accelerate its growth organically. CUSI has a new release of its industry leading software and would like to put processes in place to ensure that there is maximum exposure of the new product through the sales channel.

### **Setting the Stage for the Future**

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. Opportunity Generation and Sales Management tools, process and methods were implemented

### **Exceeding Customer Expectations**

Vendere first focus was on the Opportunity Generation process. Since implementing the offering, CUSI has tripled its opportunity generation team resulting in 75 appointments weekly. As a direct result of this engagement, 150 new opportunities for business are in CUSI's funnel.

Vendere offered facilitated sessions, with the current sales team to discuss the opportunities and pitfalls while implementing a lead generation process. The results of the session were a buy in by the sales professionals to ensure the programs successful implementation.

### **Enabling the Customer**

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

## Sales Consulting Field 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 is about to market a new release of its industry-leading software and they want to put processes in place to ensure maximum exposure of the new product 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.

### **For more information**

#### **About Vendere**

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Vendere is Latin for "to sell." Our team is driven to accelerate our customers' revenue generation capabilities. We are effective because of our holistic approach.