REVELX
REALIZING GROWTH

powerQ
energy resultants

Improving sustainable commercial capabilities, while boosting short term sales results

Executing a sales acceleration program to improve PowerQ's commercial capabilities within the highly dynamic energy & sustainability sectors

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RevelX has done an amazing job in improving our commercial capabilities. They executed a customized hands-on sales program in our organization, which directly led to short term sales results, but more importantly led to a sustainable commercial foundation for the years to come.

- Loek Hulsbergen
 Founder & CEO PowerQ

About the client

PowerQ is a full-service provider in energy procurement and sustainable energy solutions. The company offers energy procurement services, solar power installations and a large variety of energy and sustainability consultancy services. The company is one of the market leaders in the healthcare segment and growing fast in other B2B segments.

The Challenge

Due to scarcity on the labor market, surging energy tariffs and sustainability ambitions of its potential client base, PowerQ's sales team was confronted with a growing workload, growing competitive forces and more complex decision-making units within its potential customer organizations. The team needed to become more efficient, more structured in its approach and more capable of using consultative selling best practices.

The Solution

RevelX started with a quick assessment on the commercial maturity of the team while offering hands on support in the commercial process. We conducted a series of consultative selling trainings and workshops, debottlenecked the entire sales process, defined and implemented clear qualification and stage gate criteria, implemented several sales dashboards, and created a toolkit (including sales power questions) to be used in the selling process.
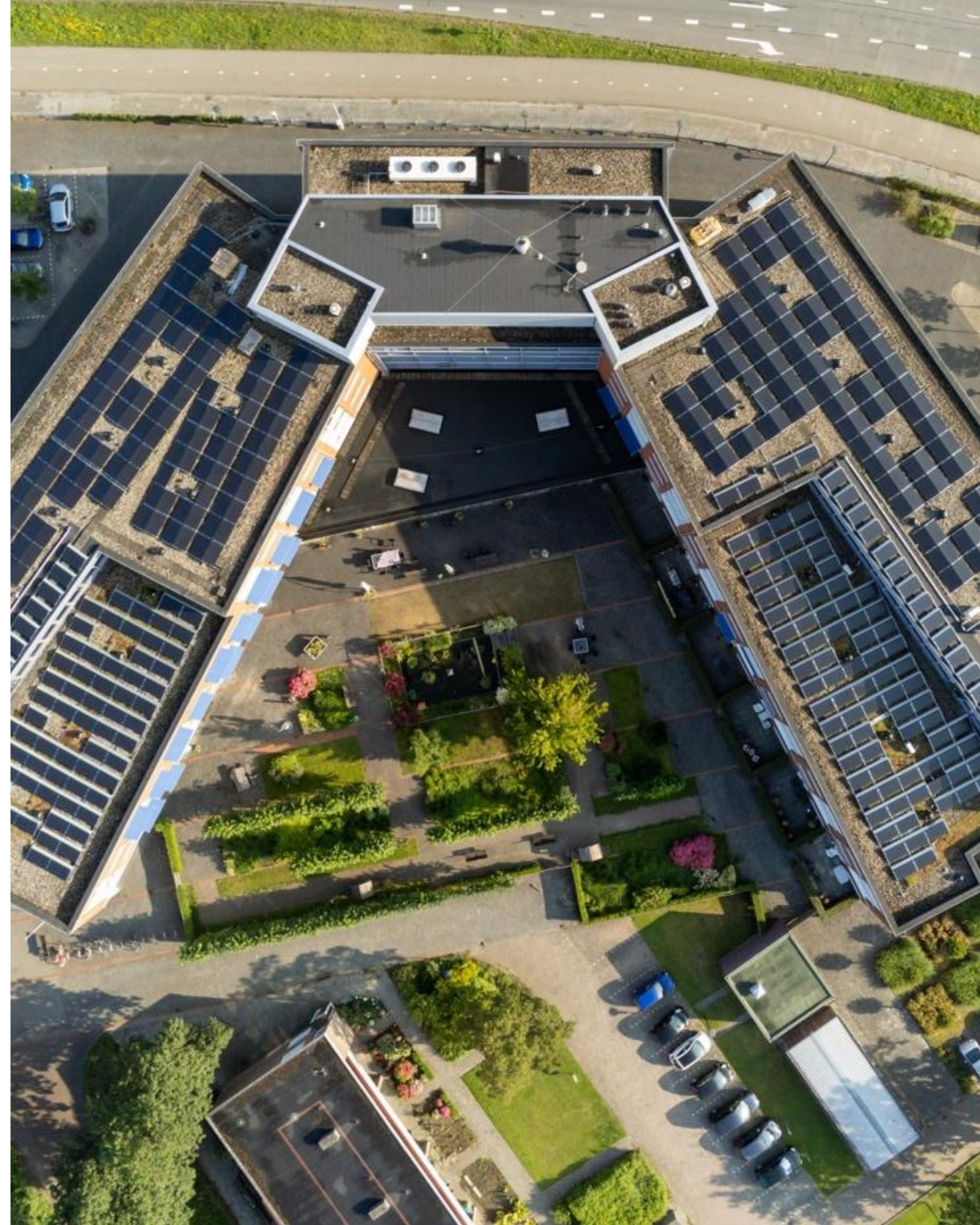
Results

PowerQ has had a fantastic first quarter, the sales team is enjoying their sales work, there is much more discipline in the commercial process and unattractive leads are no longer pursued. New team members are incredibly fast onboarded as the entire commercial process has become transparent and based on best practices.

Want to share your challenge with us?

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