



Success Story #7

Appointment Setting

PROBLEM

Powerit Solutions developed an innovative software solution that they knew would revolutionize industrial energy management systems. The challenge was to be first to market with this new technology and quickly establish a leading role in the industry.

SOLUTION

Powerit Solutions had an effective, but small internal sales staff. They turned to Sound Telecom to help quickly move their software product to the leading edge of the industrial energy management market. Sound Telecom developed an outbound telemarketing program that integrated with each of Powerit Solutions marketing plans. Direct mail, email, and media advertising efforts were all coordinated with Sound Telecom's outbound calling efforts to set appointments with C-level decision-makers at some of America's largest industrial firms.

Professional. Friendly. Courteous.



Powerit Solutions has developed a unique software program that allows industrial companies the ability to effectively manage power consumption and save money.

RESULT

Sound Telecom developed high-quality, well screened appointments for Powerit Solutions' sales staff. These appointments resulted in Powerit closing several significant service contracts that help build them into the industry leader that they are today.

**Let's Develop Your
Solution Today**
1.800.557.1550
www.sound-tele.com