



Product Offering:
Natural Gas Fueling

Calling Location:
Nationwide

Service:
Appointment Setting
Lead Research & Identification

*"SalesRoads was able to hire
and train a great team of
Sales Reps, minimally involve
our management team, and
provide a secure environment
for data transfer, while
building a robust pipeline for
our sales efforts"*



SALESROADS
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BACKGROUND

Clean Energy is the largest domestic distributor of Natural Gas fuel in North America. Publicly traded, they are a leader and innovator in Liquid Natural Gas (LNG) and Compressed Natural Gas (CNG) Fueling Stations with over 20 years of industry experience

THE CHALLENGE

Clean Energy wanted to engage with trucking firms to work with them to help convert their fleets to Natural Gas. They attempted to build an internal sales team, however were unable to obtain the talent. In searching for a partner, they had serious security requirements to be met as a publicly traded company, and did not want to manage the day-to-day operations of the appointment setting campaign.

SalesRoads was tasked with:

- Creating a predictable, replicable inside sales model that met their Board of Directors approval.
- Establish and maintain a secure VPN link for Data Transfer to their private proprietary systems
- Managing all inside sales to allow the senior leadership team and Sales Reps to focus their efforts on closing deals instead of generating new opportunities.

THE SOLUTION

- Established and managed a turnkey inside sales department to augment Clean Energy's existing sales operation.
- Developed a strategic playbook with custom scripts, rebuttals and follow-up strategies to engage with key executives and schedule first meetings.
- Provide a secure VPN and integrate with Microsoft Dynamics to manage campaign operations and reporting.



4.2 Million Gallons

Pipeline Generated

28.7%

Demos Converted to Opportunities



THE RESULTS

SalesRoads scheduled over 1060 meetings with executive decision makers and influencers. This resulted in 600 product demos, 172 qualified opportunities and active deals totaling 4.2 million gallons of LNG and CNG.

