



## Case Study: Nerd Power

# Nerd Power's Field Sales Teams Reach Next-Level Performance With SPOTIO



**INDUSTRY:** Energy efficiency and clean power technology  
**COMPANY SIZE:** ~50 field sales team members  
**LOCATION:** H.Q. in Arizona, serving seven states across the U.S.  
**FOUNDED:** 2015  
**WEBSITE:** <https://www.nerdpower.energy/>

## OVERVIEW

**Nerd Power is a full-service energy efficiency and clean power technology company based outside Phoenix, AZ.**

Where many solar companies are focused on selling and installing panels on the roof, Nerd Power is a turnkey provider of services for the entire home, including windows and insulation, HVAC, smart home technology, and solar solutions. To get its message and mission to its audience, the company invested significantly in training and retaining more than 50 salespeople across the seven states that Nerd Power currently serves. This investment in the livelihood of their customers and team members has paid off, as the company has realized rapid growth in the past and is expected to continue that trend in the years to come.



Nerd Power Headquarters in Arizona



## CHALLENGES

Because of the Nerd Power's wide range of services, each deal was complex and became challenging to manage using traditional sales platforms and manual processes. As a result, sales reps spent too much time planning instead of selling, and the need for more organization detracted from the customers' experience.

To grow at the pace that they were capable of, Nerd Power had crucial issues to tackle:

- Lack of visibility into the field and no accurate way to measure performance
- Difficult to translate rep training into real-world success
- Inconsistent results led to problems in rep retention and outcome prediction
- Manual processes were inefficient and time-consuming
- No organized way of tracking follow-ups

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**“Before SPOTIO, area management was just very confusing... There wasn't any data as far as where we'd been, how many houses we'd hit in a certain area, how long it had been since we've come back, how many times we went back to a house. There wasn't any organization for follow-ups.”**

*Galen Otis | Canvassing Manager*

## THE SOLUTION



### TERRITORY + AREA MANAGEMENT

Nerd Power maps all their target neighborhoods to assigned territories for their reps. This capability made creating and assigning territories dramatically faster and more effective for managers.



### ORGANIZATION AND FOLLOW-UPS

SPOTIO's activity tracking and reporting make it easy to see where you or other reps left off with a specific prospect. Even when leads are reassigned, SPOTIO reps never miss a step, meaning fewer deals fall through the cracks.



### VISIBILITY AND COACHING

Using SPOTIO, Nerd Power teams clearly understood what reps were doing in the field. Seeing this data in real-time makes it easy to identify where each rep is succeeding and where they may need help to reach their full potential.



### PROCESS ACCOUNTABILITY

During their SPOTIO implementation, Nerd Power could perfectly reproduce their proven, multi-step sales process. This made it very easy for reps to adopt - and stick to - the process, creating positive results, more consistently.

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**“Honestly... It's so simple. Click, click, click and whole area's created. And there's so many other [apps] out there, but I think this was probably the simplest one I've ever used.”**

*Jesse Alo | Area Sales Manager*

## RESULTS



Saved per month  
per manager



More  
qualified leads



Reduction in  
rep turnover



More wins per  
territory



Return on  
investment



“If you use SPOTIO correctly, you should see double-digit savings on rep retention. You should see a double-digit improvement in lead creation. You should see double-digit improvement in area management and maximizing area.”

*Babe Kilgore | Founder and Chief Nerd*



“SPOTIO hasn't disappointed. [They] were amazing at helping us get everything set up, trained, and implemented, and the support after has been tremendous.”

*Erick Thomas | Director of Sales*

**Nerd Power was already doing the right things for its sales teams and their customers, which had them on a great growth trajectory.**

But, the existing systems and processes they were using made managing the teams difficult, confusing and ultimately hindered their growth.

They needed SPOTIO's real-time field transparency and reporting to improve decision-making and training to help their reps effectively and successfully reduce turnover.

Additionally, Nerd Power benefited from the fact that SPOTIO made it easy for reps and managers to follow an efficient process, and stay focused on business-building activities.

**Want to find out how you can use SPOTIO to achieve more in your sales organization?**

**GET IN TOUCH WITH A SPOTIO PRODUCT EXPERT TODAY**