



“Chris applied scalable, repeatable selling processes, and acquired our first customer cohort in one quarter—exceeding our goals.”

- Building Energy Co-Founder Erik Larson

identified two key needs: refresh market-facing message including the website, and verify product value with paying customers.

Chris built the sales process and led selling from first conversation through to close. This included developing qualification criteria, delivering demos, as well as negotiating and contracting.

This required putting in place a repeatable and scalable process, while keeping it light-weight since speed matters. This brought instant clarity to sales stage, tasks, and exit criteria.

Executive Summary

Building Energy is a small, Portland, OR-based software startup in the building efficiency space.

The company invented a solution called the Energy Efficiency Project Engine. Energy service providers use it to win new projects faster, and building owners and property managers use it to boost the bottom-line. Customers include DLR Group, City of San Francisco, and National Preservation for Historic Trust.

Problem Description

The company got its starting by winning two Department of Energy contracts worth \$1.5 MM to create the [Building Performance Database](#) and [Standard Energy Efficiency Data \(SEED\) Platform](#).

After delivering both projects, the company set out to build a SaaS business on top of the technology. The result was a cloud-based big data solution capable of hosting millions of building records for all types of energy data.

This data, paired with the company's analytics engine, solves a major pain for 70,000 energy service providers in the US: business development resources can't find the best opportunities quickly. This process today is hit-or-miss, making it expensive.

Building Energy eliminates this “cost of doing business” by using performance benchmarking so providers can instantly identify buildings likely to generate the most savings from energy efficiency retrofits.

Solution

Building Energy hired True's Chris Preston to develop go-to-market strategy and lead sales.

Upon joining the small leadership team, Chris rapidly

Results

Chris shaped the message that captured the essence of Building Energy's value: service providers use the solution to Find, Fund, and Follow energy efficiency projects in commercial, industrial, and institutional buildings. The message was rapidly extended to the website.

With this asset in place, Chris led selling that resulted in winning the company's first cohort of customers, totaling 10 wins in the first three months representing \$40,000 in revenue. Deals closed consisted of two channel partners and eight customers.

In the process, Chris built a pipeline with a 5.2x coverage ratio over next quarter's plan.

All this was accomplished in less than six months.

Conclusion

Working with an interim executive like True's Chris Preston means you don't need to recruit another co-founder, or embark on a time consuming and risky endeavor of finding a full-time operating executive. You get exactly the right expertise when you need it.

Results speak for themselves: In little time the company created a new message, took it public, and acquired the first wave of customers—outcomes that would not have been possible before.

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