

# How Infinity Energy Dramatically Reduced Their Sales Cycle to Drive Revenue



## About Infinity Energy

Infinity Energy is among one of the fastest growing companies in the US with nearly 300% growth year-over-year. They are #11 on Solar Power World's Top Contractor's list and employ over 1,500 people. The secret to their success is focusing on the customer experience and utilizing technology to streamline their processes for both their in-house teams and dealer network.

## The Challenge

When you're growing a solar company, everything comes back to sales. You can have the best products, the cleanest installations, and the best customer support, but it all hinges on being able to drive revenue through sales. When Jordan Wise, VP of Inside Sales at Infinity Energy, came to the company two years ago, "The sales process was flawed, to put it lightly. I was able to quickly see that the processes we were using weren't working."

At the time, Infinity was using spreadsheets and other clunky tools that didn't let them track

anything or scale efficiently. What's worse, none of their tools were integrated, so sales reps were wasting time toggling between tools and inputting data instead of focusing on what they really needed to do: sell.

## The Solution

Something had to give. Infinity Energy invested in a CRM system and adopted Aurora for their design process. Now, their sales reps simply click a button to push all the project information into Aurora from their CRM, then pull all the design information back when the project is completed – without ever leaving the CRM.

"We want to make sure we have all the tools in place for them to do their job effectively," Jordan explains. "Making sure our reps are happy is first and foremost."

Their direct sales team and dealer partners have fully integrated Aurora into their tools, as well. Having their CRM act as a single source of truth lets the sales team focus on the job at-hand, while still giving them access to Aurora's industry-leading design accuracy.

Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo](#)

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## The Result

The integrations and automations in their sales process have delivered, to say the least. Infinity's inside and direct sales teams reduced their time to proposal by 75%, from 60 minutes to 15 minutes. This has allowed Jordan's team to quickly engage with customers on the phone instead of setting follow-up appointments — a process that was decreasing their conversion rates. The inside sales team now does live transfers for 100% of their leads, which cuts out days from the sales cycle and lets them close deals on the spot. With this scalable process in place, the inside sales team has grown from 4 people to 17 and increased its revenue 14x from 2019 to 2020.

**75%** reduction in time to proposal

**14x** increase in inside sales revenue

**100%** live transfers for all their leads

## Why Aurora?

Whether for inside sales, direct sales, or their dealer network, Aurora's robust integration capabilities enable Infinity Energy to customize their workflows for every team. But selling solar isn't easy if you're not confident in what you're selling. Jordan concludes, "It really empowers the salesperson to drive the sale home by focusing on the things that matter most to the customer, while benefiting from having the most accurate design created at the onset." Infinity Energy has created a gold-standard for selling solar with Aurora, and their growth is just beginning — they have plans to double the inside sales team in the next year.

"Aurora has made our process so much faster and more seamless. It makes the customer experience better overall, which ultimately drives referrals and drives revenue."



**Jordan Wise, VP of Inside Sales**  
Infinity Energy

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