



# PEAK POWER USA CASE STUDY

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## PEAK POWER USA

Peak Power is one of the most sought-after solar installers in Kern County, California, and they've become a leading residential, commercial, and off-grid solution provider. Their Sales Manager was on a mission to build a strong internal sales team around a customer-focused business. GTR and Sungage Financial were partners before Peak Power began working with them.

Sungage Financial is a leading residential solar financing provider that allows solar installers to offer customers the lowest monthly payment in the industry. Solar installers choose Sungage because they get the support and expertise of a team that goes the extra mile to make their lives easier, close more deals, and help build a network of referrals.

## SOLUTION

GTR is the industry-leading solution for company referral programs, but we also provide the tools needed to build strong internal sales teams. Our platform is designed to create a steady pipeline of high-quality leads that convert at a higher rate. The company-branded mobile app impresses potential customers and provides the sales team with a way to communicate directly with both customers and prospects, staying top of mind. The robust GTR platform also provides Peak Power USA customers with a way to monitor their project status, submit a review, share their experience online, and refer others. Our all-in-one solution provides an experience teams can rely on.

## RESULTS



### \$408K in Sales from their Company Branded App by GTR

Since implementing their own company-branded app by GTR, Peak Power USA has earned over \$408K in sales.

### 37X ROI & 55% Referral Conversion Rate

With 160 Advocates, 62 referrals, and \$408K+ in revenue, they have a 37X ROI with GTR and consistent conversion rates of about 55%.

### Enhanced Customer Experience & Reward Payment

The ease of referral program management and fast payment of rewards has created a streamlined referral process, saving time and money.

## AT A GLANCE

### Their Challenges

- The Need to Build a Strong Internal Sales Team
- The Need for Good Leads and New Lead Sources
- A Platform to Create a Customer Focused Business

### Our Solutions

- Simple Yet Powerful Closing and Lead Generating Tool
- Robust Referral Platform with Automatic Reward Payments
- Improved Communication and Overall Customer Experience



GTR is an Official Partner



"It's a great platform, we're excited about it! It's definitely paid dividends. The service I've gotten so far has been phenomenal. It's really simple and easy, when have an issue or problem, to get an answer. And I love that because we don't get that with every vendor that we have."



**Kevin Scheidt**

General Sales Manager  
Peak Power USA