

# How MOTM Enabled Pipeline Visibility Beyond Referrals for an EPC Company

CASE STUDY

EPC & ENVIRONMENTAL SERVICES





# Client Snapshot

## About the Client

A turnkey EPC company specializing in Effluent Treatment Plants (ETP) and Sewage Treatment Plants (STP) across India. Operating in a highly relationship-driven market, they built their business on quality execution and word-of-mouth recommendations.

### Business Type

ETP / STP turnkey execution

### Sales Model

Referral-driven

### Sales Cycle

Long-term projects

# The Challenge: Limited Sales Visibility

Before engaging MOTM, the company faced critical constraints in their sales operations. While their technical capabilities were strong and client satisfaction high, their growth was entirely dependent on irregular referrals with no systematic approach to market development.

## New Business Source

100% referrals only—no proactive outreach to potential clients in target industries

## Outbound Activity

Zero systematic prospecting or market development initiatives

## Follow-up Discipline

Inconsistent engagement with prospects, leading to missed opportunities

## Pipeline Visibility

No clear view of opportunity stages, next actions, or revenue forecasting

## Internal Bandwidth

Sales team stretched thin between execution and business development

# Why the Client Chose MOTM



The leadership team recognized that relying solely on referrals was limiting their growth potential. They needed a partner who could bring sales discipline and expand their market reach without requiring significant internal resources.

## 1 Outreach Beyond Referrals

1

Systematic market penetration into target industries and decision-makers

## 2 Consistent Follow-ups

2

Disciplined engagement cadence to nurture prospects through long sales cycles

## 3 Professional Execution Support

3

Expert sales resources to complement internal technical and delivery teams

# The MOTM Solution

MOTM implemented a comprehensive sales execution framework designed specifically for the long-cycle, relationship-intensive nature of EPC and environmental services sales in India.



## Calling & Email Follow-ups

Multi-touch outreach sequences combining phone calls and personalized emails to engage decision-makers at manufacturing facilities, industrial parks, and municipal authorities.



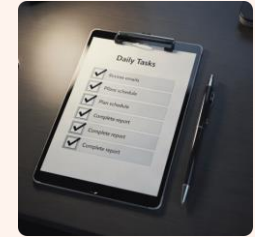
## Prospect Tracking

Structured CRM implementation to capture every interaction, track opportunity stages, and maintain detailed notes on technical requirements and project timelines.



## Regular Reporting

Weekly dashboards showing activity metrics, pipeline movement, and conversion funnel analysis to provide leadership with clear visibility into sales performance.



## Execution Accountability

Defined KPIs for outreach volume, response rates, and meeting conversions with regular reviews to ensure consistent execution standards.

# Execution Results: By the Numbers

Within months of implementation, MOTM's systematic approach began generating measurable results. The shift from reactive referral-waiting to proactive market engagement created immediate improvements in sales activity and pipeline development.

127

New Conversations

Qualified prospect discussions initiated with decision-makers across target industries

92%

Follow-up Rate

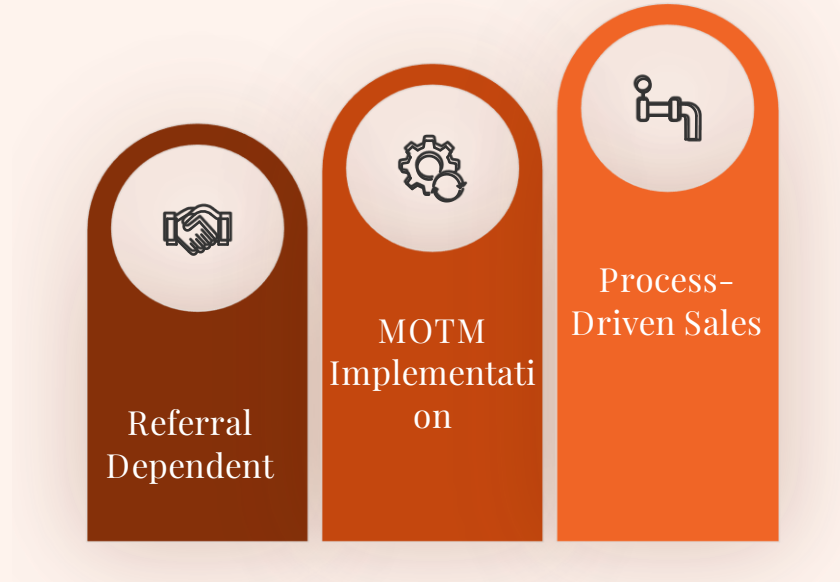
Consistency in multi-touch engagement throughout the sales cycle

100%

Pipeline Visibility

Complete transparency into opportunity stages and next actions

# Business Impact: Strategic Transformation



The engagement with MOTM fundamentally changed how the company approached business development. Rather than waiting for opportunities to find them, they now actively shape their sales pipeline and can forecast revenue with greater confidence. The sales function evolved from a support role into a strategic growth driver.

# Specific Outcomes Achieved



## Market Visibility Increased

Brand recognition grew among industrial facility managers, municipal authorities, and environmental consultants previously unaware of the company's capabilities.



## Pipeline Clarity Improved

Leadership gained real-time understanding of opportunity value, stage progression, and likelihood to close, enabling better resource allocation decisions.



## Sales Discipline Established

Repeatable processes for prospecting, qualification, and follow-up became embedded, creating a foundation for scalable growth.



# What the Client Says

"MOTM brought accountability and consistency into our sales activities. Their disciplined follow-ups helped us expand beyond referrals. We now have visibility into our pipeline that we never had before, and our sales conversations are happening with the right decision-makers at the right time."

The client particularly valued MOTM's understanding of the long sales cycles inherent in EPC projects and their patience in nurturing relationships over multiple months while maintaining systematic engagement.



# The Bottom Line

## From Opportunity-Based to Process-Driven Sales

This EPC company's transformation demonstrates that even in relationship-intensive industries, systematic sales execution creates competitive advantage. MOTM enabled them to complement their strong referral network with proactive pipeline development, giving them control over their growth trajectory.

The result: predictable sales activity, improved forecasting accuracy, and expansion into market segments previously out of reach.

Ready to Transform Your Sales Execution?

If your business is constrained by limited sales bandwidth or over-reliance on referrals, MOTM can help you build systematic, scalable sales processes tailored to the Indian EPC and environmental services market.

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