



POULTRY FARMERS SEE THE LIGHT!

Agrilux Lighting Systems partners with Get More Sales and Bioenterprise Corporation to increase their revenue and grow their business.

FOR MORE INFORMATION. CONTACT US

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THE SITUATION

Agrilux Lighting Systems began as a joint effort between the University of Guelph and Thies Electrical Distribution Co. Research scientist Grégoy Bédécarrats had established that by simply changing the spectrum lighting in poultry barns to red or green, a farmer can drastically improve productivity. Thies Electrical commercialized this technology and produced a bulb that was resilient and could be used in commercial poultry barns. They began marketing the “bulb” and realized that they were on to something. However, sales were slow and infrequent. They needed help to change the trend.



Better Lighting.
Better Poultry.

Company Name

Agrilux Lighting Systems

Industry

Agriculture

Location

Cambridge, Ontario

Solution

Poultry lighting systems that increase production and save production costs.

ISSUE #1

Thies Electrical had created the brand name “Agrilux” but had not built their brand strategy around it. Their approach to sales was hap-hazard, with no real strategy for growth.

ISSUE #2

Their lack of strategy was putting pressure on margins and was impacting profitability. This resulted in lower sales and more competition.

ISSUE #3

Thies Electrical knew that to grow at a better pace, they needed to invest in sales, but organic growth meant that cash flow was limited. They needed to hire the expertise and needed a source of funds.

FOUR STEPS

THE PATH TO REVENUE

Thies Electrical engaged Get More Sales Corporation with the help of the Bioenterprise Seed Funding program to increase their revenue.



POSITION VALUE

The first step was to lay the foundation for revenue by defining the true value proposition for Agrilux.



BUILD REVENUE STRATEGY

Next, a complete strategy is built on this foundation. It aligns the market to the value, and aligns pricing, product message, sales process to the value.



CONNECT THE DIGITAL ASSETS

Now leverage digital assets and social media to communicate the value to the market.



EXECUTE THE STRATEGY

Finally, create a tactical plan to execute the strategy and drive revenue. It includes marketing and sales resources

THE SOLUTION – AGRILUX LIGHTING SYSTEMS

Agrilux – Poultry lighting systems that increase production while lowering costs. This is the true value of Agrilux to a poultry farmer.

No longer was Agrilux selling bulbs – they were selling systems. Their systems drastically improve the bottom line of a poultry farmer. They simply weren't telling anyone.

Get More Sales build the revenue growth strategy for Agrilux based on this value proposition. They then identified the markets in North America that best fit this value proposition.

BENEFITS

Agrilux now had a brand image that reflected the value it delivered to customers and were able to communicate that value in their marketing and sales messaging.

Second, their value position allowed Agrilux to increase their price by 61% and improve their margins and their customers were willing to pay for that value.

Third, they had a process and conversation that would turn leads in to revenue and they understood how to use it.

Finally, Agrilux Lighting Systems sold its first system within 6 months of their rebranding validating their new solution. They are confident that they will reach their revenue goals in 2019.

Get More Sales, then aligned the product messaging and established an efficient sales process. Finally, they built out the communications, marketing and sales strategies with the appropriate tactics to drive more leads and more revenue for Agrilux.

This was all made possible by the Bioenterprise seed funding program that matched AgriLux's investment one for one.



“Get More Sales provided us a practical step by step approach to determine our growth strategy and the "How To" approach of Sales conversation for AgriLux™ Lighting Systems”.

Alex Thies, President

A Partnership between



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