

## CASE STUDY

## TURNING NON-PROFITS INTO PROFITS IN 90 DAYS!

Provision Coalition partnered with Get More Sales Corporation to change its business model from a not for profit to a for profit commercial consultancy in the food industry.

### FOR MORE INFORMATION. CONTACT US



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## THE SITUATION

Provision Coalition was a government funded not for profit organization. A change in government meant a change in their business model. Specifically, their funding model. They experienced a drastic cut in funding putting the entire organization at risk.

Provision had just a few months to turn things around. Luckily, they provided a great service and had several unique offerings. Their challenge was how to pivot their business to sell their services without the government subsidies.

# PROVISION COALITION

MAKING FOOD SUSTAINABLY

### Company Name

Provision Coalition

### Industry

Business Services – Food Manufacturing

### Location

Guelph, Ontario, Canada

### Services

Food Loss & Waste, Strategic Planning, Advisory Services.

## ISSUE #1

Provision Coalition had been selling their services at highly subsidized prices using the government funding to offset their costs of execution. They were unsure if they could sell their services at full price.

## ISSUE #2

Provision had only a few months before their funding ran out and they would have to wind down the organization.

## ISSUE #3

Provision's business model was built as a non-profit enterprise. They had no "sales" process, pricing models, or messaging and they didn't have the knowledge or the resources to make the shift.

# FOUR WAYS



## THE PATH TO REVENUE

Provision Coalition engaged Get More Sales Corporation to help pivot the business to a for profit enterprise.



### POSITION VALUE

The first step is to lay the foundation for revenue by defining the true value proposition for Provision Coalition.

### BUILD REVENUE STRATEGY

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

### CONNECT THE DIGITAL ASSETS

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

### EXECUTE THE STRATEGY

Finally, we created a tactical plan to execute the strategy and drive revenue. It included marketing and sales resources.

## THE SOLUTION

Provision Coalition are food industry specialists helping food companies generate more revenue, reduce their costs, and elevate their brands through a focus on purpose and sustainability. This is the true value they deliver to their customers.

Get More Sales Corporation helped them realize the true value they provided to their customers. Provision Coalition's work helped companies save hundreds of thousands of dollars by being more economically, environmentally and socially conscious in their business practices.

The Get More Sales revenue strategy process helped Provision build their revenue strategy and pivot their business model to start charging full price for their services.

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 Provision Coalition.

## THE BENEFITS

Provision Coalition now has a brand image that reflects the value it delivers to customers and can communicate that value in their marketing and sales messaging.

Second, their value position allows Provision to align their price with their value, improve their margins and their customers are willing to pay for that value.

Third, they have a process and conversation that will turn leads in to revenue and they understand how to use it.

Finally, Provision Coalition engaged Get More Sales to help them sell and close new business. This resulted in 2 deals worth over \$100,000 in 90 days, and a qualified pipeline of prospects.



**“They gave us confidence & the structured process to help us see the value we delivered to our customers and Get More Sales actively participated in kickstarting our revenue in 90 days”.**

**CEO, Cher Mereweather**

WORKING WITH US, PROVISION ACHIEVED A

↑ **3x**

Improvement in REVENUE over 90 days



achieved a  
**300%**  
IMPROVEMENT

WORKING WITH US, PROVISION ACHIEVED

↑ **5x**

More REVENUE PER ORDER



delivered a  
**400%**  
INCREASE

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