



Growing Hamilton-based Company Develops \$2M Annuity Stream

Case In Brief

Customer

Thomas Solutions, Hamilton, ON, Work Truck Rentals & Leasing.

Customer Profile

For over 40 years, Thomas Solutions has provided work truck rentals & leasing, cartage, manpower and custom financing solution.

Business Problem

Greg Marotta, General Manager of Thomas Solutions, realized that he was not in a position to do sales and marketing himself as his time was stretched between managing a growing business, serving existing clients, and meeting staffing and other operational and strategic needs.

Our Solution

Working as a part-time sales and marketing resource, VA Partners developed and executed a sales and marketing strategy focused on penetrating new geographic markets with Thomas' work truck rentals & leasing solutions.

The Results

Since starting with VA Partners, Thomas Solutions has expanded in 4 new geographic markets, grown its client base from 2 to over 50 customers, and developed annuity streams of over \$2,000,000 and growing – all at a cost of only 3.5% of sales.



“Working with Venture Accelerator Partners has allowed us to scale our business in ways that would not have otherwise been possible.”

Greg Marotta, General Manager, Thomas Solutions

About Thomas Solutions

For over 40 years, Thomas Solutions has provided work truck rentals & leasing, cartage, manpower resources, and custom financing solutions to the industrial, steel, construction, engineering, resource, and tradesmen markets across Ontario. Thomas Solutions made its name by meeting the transportation needs of Hamilton's steel industry, notably for major producers like US Steel and ArcelorMittal Dofasco.

Greg Marotta joined Thomas Solutions as General Manager several years ago with a mandate to grow revenues & profits. Following a strategic review of the business, Greg realized that Thomas' work truck rentals & leasing business had significant potential for growth.

The Challenge

Realizing that he was not in a position to plan and execute Thomas Solutions' sales and marketing needs by himself (as his time was already stretched between managing a business, serving clients, and meeting all of Thomas' staffing, operational and strategic needs), Greg sought out a solution.

“We knew where we needed to grow, but like a lot of growing companies, we didn't have the resources to devote to a full time sales and marketing department,” says Greg.

Greg needed a sales and marketing solution that would provide him with the resources, expertise, and “horsepower” to allow him to meet his goals without breaking the bank.



"VA Partners has been a pleasure to work with – both operationally and from a budgetary standpoint. I would highly recommend their sales and marketing services to any growing business that's looking for B2B sales and marketing support."

Greg Marotta
General Manager,
Thomas Solutions

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The Solution

After a brief search for outsourced sales and marketing providers in Southern Ontario, Greg chose VA Partners as his provider of part-time sales and marketing services.

"We knew where & how we wanted to grow, but because we didn't have the in-house expertise or the budget to hire full-time employees, we were stuck," explains Greg.

"Working with VA Partners was a no-brainer. We got immediate and on-demand access to a team of experienced salespeople and marketers, which allowed our management team to develop and put in place our strategy and then execute on it quickly."

VA Partners' Part-time VP of Sales, Part-time VP of Marketing, and a Part-time Sales Rep offerings were used to create and implement a sales and marketing strategy for Thomas.

Ultimately, a new website was built, a comprehensive social media strategy was put in place, new sales and marketing collateral was created, support was provided at tradeshows and industry events, a new CRM system was deployed, new sales methodologies were formalized, and direct sales efforts were initiated.

"Working with VA Partners allowed us to scale in ways that would not have otherwise been possible," notes Greg.

3.5%

Working with VA Partners has allowed Thomas Solutions to grow a \$2M annuity stream at a cost of just 3.5% of sales.

The Results

Since starting work with VA Partners in 2010, Thomas Solutions has experienced a period of tremendous growth and expansion.

Thomas Solutions has expanded from one geographic marketing into four (Sarnia, Timmins, Toronto, and Halifax), grown its client base from just 2 to over 50 clients, increased its fleet size by 300%, and developed an annuity stream of over \$2,000,000 (and growing!). VA Partners also helped Thomas build a pipeline of qualified sales opportunities with over 1,000 accounts or contacts in the industrial, mining & resource, manufacturing, construction, engineering, and tradesmen markets,

Most impressive, all of these benefits have been achieved at a total cost of less than \$70,000 per year, or approximately 3.5% of sales.

"To achieve similar results without VA Partners help, we would have needed to hire a full-time team of salespeople and marketers, the cost of which would have been prohibitive," according to Greg.

"Working with VA Partners has been a pleasure – both operationally and from a budgetary standpoint. I would highly recommend their sales and marketing services to any growing business that's looking for B2B sales and marketing support."