



# Canadian Oil & Gas Service Provider Wins and Completes \$500K Project Within 1 Year

## Case In Brief

### Customer Profile

Protocol Rescue provides high angle rescue and confined space rescue emergency services at oil, gas and mining facilities during construction, shut down, turnaround and other maintenance projects for clients such as Husky, Black & MacDonald, Potash Corp. and Southern Pacific Oil.

### Business Challenge

Protocol Rescue was looking to grow their business and recognized that the required budget-friendly sales and marketing resources to help scale without straining cash flow.

### Our Solution

Utilizing VA Partners' Part-Time Sales & Marketing services, a sales and marketing strategy was developed and executed, including setting up and managing the outbound sales effort.

### The Results

After working with VA Partners for 1 year, Protocol Rescue won and completed a project worth \$500,000 and built a sales pipeline of \$4,000,000.



*"The outsourced sales and marketing services provided by Venture Accelerator Partners has made a significant positive impact in ramping up my business."*

Jesse Hull, Founder and Owner of Protocol Rescue.

### About Protocol Rescue

Protocol Rescue provides high angle rescue and confined space rescue emergency services at oil, gas and mining facilities during construction, shut down, turnaround and other maintenance projects.

Founded in 2010, and based in Edmonton, Protocol Rescue works in the Alberta and Saskatchewan markets with clients such as Husky, Black & MacDonald, Potash Corp. and Southern Pacific Oil.

### The Challenge

Protocol Rescue was looking to grow their business and recognized that the required budget-friendly sales and marketing resources to help scale without straining cash flow.

With his background in technical rope rescue and emergency rescue services, he realized that trying to do sales and marketing himself was not an effective use of his time. His time is best spent on strategy, finance, human resources and most importantly operations and project management.



### Contact VA Partners

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### The Solution

Utilizing VA Partners' Part-Time Sales & Marketing services, a sales and marketing strategy was developed and executed, including setting up and managing the outbound sales effort. Specifically, VA Partners assist with:

- Designing a new website
- Rolling out a marketing automation solution
- Developing and then executing on a content marketing and inbound lead generation plan
- Design and develop sales and marketing collateral, including pitch decks and sales proposals
- Developing and then executing on a sales and marketing strategy
- Setting up and managing a sales CRM

# \$500K

Within 1 year of working with VA Partners, Protocol Rescue won and completed a \$500K project.

### The Results

After working with VA Partners for 1 year, Protocol Rescue:

- Successfully won and completed a project worth close to \$500,000,
- Has a sales funnel of over \$4,000,000
- Boasts a brand new website with fresh content, is active on social media and published its first customer newsletter

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*- Jesse Hull, Founder and Owner of Protocol Rescue.*