Customer Success Story:

Meals For All

From Uncertain Effort to Predictable Growth

Company Overview

Meals for All provides shelf-stable disaster meals for hospitals and communities. The products are designed with dietary needs in mind, are easy to prepare, and have a ten-year shelf life. The founders were respected professionals in their field and knew they had a strong solution in a well-defined niche with few direct competitors.

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>
> — Lee Tincher, President

The Challenge

Despite solid awareness and interest, consistent, predictable sales weren't following.

The founders were putting in a huge amount of effort—attending events, talking to prospects, and spreading the word with energy and conviction—but they didn't know which activities were truly moving deals forward or how to organize follow-up over time. With no real system beyond spreadsheets managed by one person, they had plenty of activity but no clear line of sight to revenue.

Recognizing this gap, President Lee Tincher decided to bring in outside sales leadership so she could focus on leading the company while someone else owned the day-to-day sales engine. "As our sales manager, Rene freed me up to focus on leading the company instead of running the sales team," he says.

The Approach

Sales Manager Now provided the seasoned sales leadership the founders were missing, helping them turn scattered activity into a focused growth plan.

Key actions included:

- Implementing a CRM to centralize prospects, opportunities, and customer data, replacing one-off spreadsheets.
- Creating a simple, shared view of the pipeline so everyone could see what was open, what was stalled, and what was next.
- Designing and launching email marketing and drip campaigns to stay in touch with prospects over time.
- Adding outbound calling to generate qualified leads instead of relying solely on inbound interest.
- Clarifying and tuning the sales process so deals could be forecast accurately for inventory and capacity planning.
- Hiring and managing new salespeople, then coaching them to productivity within the new system.

With these pieces in place, the company shifted from “hoping sales would come” to running a structured, trackable sales engine.

The Impact

Within 20 months of working together, the impact was clear:

- In the first year together, the company generated $1M in sales.
- In the second year, sales grew to $2M, with continued growth projected.
- The team expanded to three full-time salespeople, while the owner focused on opening new channels and larger system opportunities.
- Systems and data were built that increased profits and the long-term value of the business.

Beyond revenue, Lee saw additional value in how their Sales Manager Now leader expanded the company’s capabilities:

> **“His network of contacts and understanding of technology have brought in resources that streamline our processes and add value. He understands our company’s challenges and which resources can help us overcome them.”**
>
> - Lee Tincher
> President

Meals for All moved from passion-driven activity to a disciplined sales operation, with a clear process, the right tools, and focused leadership supporting growth in a focused market.

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