
From individual certifications to \$4M in B2B revenue

Nonprofit education | Six-month engagement | Fractional revenue leadership

RESULTS AT A GLANCE

\$4M

in revenue over six months

2,000+

individuals certified

3

major contracts across two school districts and a children's hospital

The challenge: An established offering without a B2B sales operation

A nonprofit education company sold healing-centered certifications to individuals. Leadership saw an opportunity to serve entire organizations, but the business lacked the infrastructure to pursue it.

There was no B2B sales process, CRM, email outreach program, or trained organizational sales team. Expanding into school districts and hospitals required a different approach to selling—and a reliable way to deliver once contracts were signed.

The work: Build the path from outreach to delivery

Goshen Consulting provided fractional revenue leadership to establish the B2B sales operation.

The engagement connected five essential pieces:

Sales process

Built a structured approach to selling certifications to organizations.

Pipeline visibility

Implemented a CRM to track prospective organizations and sales opportunities.

Outreach

Created email campaigns for school districts, hospitals, and other organizational buyers.

Sales enablement

Developed training to prepare the growing team for B2B conversations.

Fulfillment

Established the operational handoff from signed contract to certification delivery.

The team expanded from one person to four, including a marketing hire.

The outcome: A new channel with lasting operating capacity

Two school districts and a children's hospital accounted for \$3M in revenue and led to more than 2,000 individuals being certified. Smaller organizations and churches contributed another \$1M.

Before the engagement ended, a full-time revenue leader was interviewed, hired, and trained to take ownership. The company retained its sales process, CRM, campaigns, trained team, and fulfillment handoff.

Goshen helped turn an expansion opportunity into a working B2B revenue operation—and prepared the business to run it independently.

Ready to sell beyond individual buyers?

Let's discuss the sales process, team, and systems your next stage of growth requires.

Book an introductory call: calendly.com/goshenconsultinggroup/introductioncall