Case Study:

Storm Guard Restoration

📍 Ft. Worth, TX   👥 40 franchise locations in the US

🏢 Roofing   🔗 stormguardrestoration.com

SalesRabbit   **Storm Guard** EXTERIOR RESTORATION

Speaking with every single home owner with SalesRabbit

The goal for Storm Guard sounds simple: disposition every home in the neighborhood. Dispositioning every home is more than knocking every door. It means that each sales rep must speak to every single homeowner in the assigned area. Storm Guard values integrity and accountability, so it's important for reps to accurately report activity when it comes to dispositioning an entire neighborhood.

Storm Guard provides roofing, windows, siding, gutters and painting based home improvement work at 40 nationwide offices. Offices are owned by a franchisee, providing unique opportunities and challenges for this organization. Each office is led by a sales manager or a general manager and a franchisee who owns the office. Offices are managed locally and have up to 5 field sales reps that are responsible for the area.

Street Sheets & Dispositions

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Storm Guard's sales reps spend their days in neighborhoods knocking doors. This is a proven way for them to find qualified customers. It's a cultural standard to exhaust an assigned area before moving on to new area. Their sales reps obviously close more business when they speak to every homeowner, so maintaining that prospecting standard is part of the secret sauce.

The sales reps were using paper street sheets to track leads, document information, and disposition outcomes in each neighborhood. The slow, unorganized, old fashioned pen and paper method consumed valuable prospecting time, causing reps to be less effective. There was a tendency to blindly disposition homes without actual results or documentation, misinterpreting sloppy notes, causing missed opportunities. Reps need easy intuitive visual guidance on who to focus their time on. Map views are the new standard for sales prospecting causing productive gains in lead management.

There was no uniformity within the disposition statuses on street sheets for Storm Guard. This meant meaningless reporting & analyses, which complicated communication amongst varying reps and franchisees. Example: abbreviated variations for a "not home" disposition would appear as: "NH", "not home", or "N". Standardization and uniformity in any sales program is critical to creating streamlined scalable sales processes.

Management was burdened with unique terminologies. When a franchisee wanted instruction from a business coach to resolve an issue, identifying the causes depended on understanding the street sheets, and interpreting the information. Management did not have standardized disposition statuses or ability to see real time, reportable, filterable, statuses by rep for selected date ranges. The variety of outcomes, and reporting processes were wasting time, resources and limiting leadership's ability to accurately identify and solve sales related behaviors.

"SalesRabbit has made something that was nearly impossible not only possible, but easy."

- Storm Guard President, Shane Lynch

Contacts = Contracts

The difference between a contact and a contract is one letter: R, which represents relationships. Storm Guard wanted each home to have a dispositioned outcome and form relationships in neighborhoods, tracking the progress along the way. Wanting to better manage their program, they knew they needed to better measure the results. They began to develop their own app for sales tracking, but quickly realized software development was a diversion and expense, distracting them from growing their core business.

Discovering Sales Rabbit meant an immediate, low cost solution, aligning their focus on their business and solving their need while getting a host of other sales enablement features to inspire best sales practices. Upon using SalesRabbit, they described it as revolutionary compared to the street sheet method previously used.
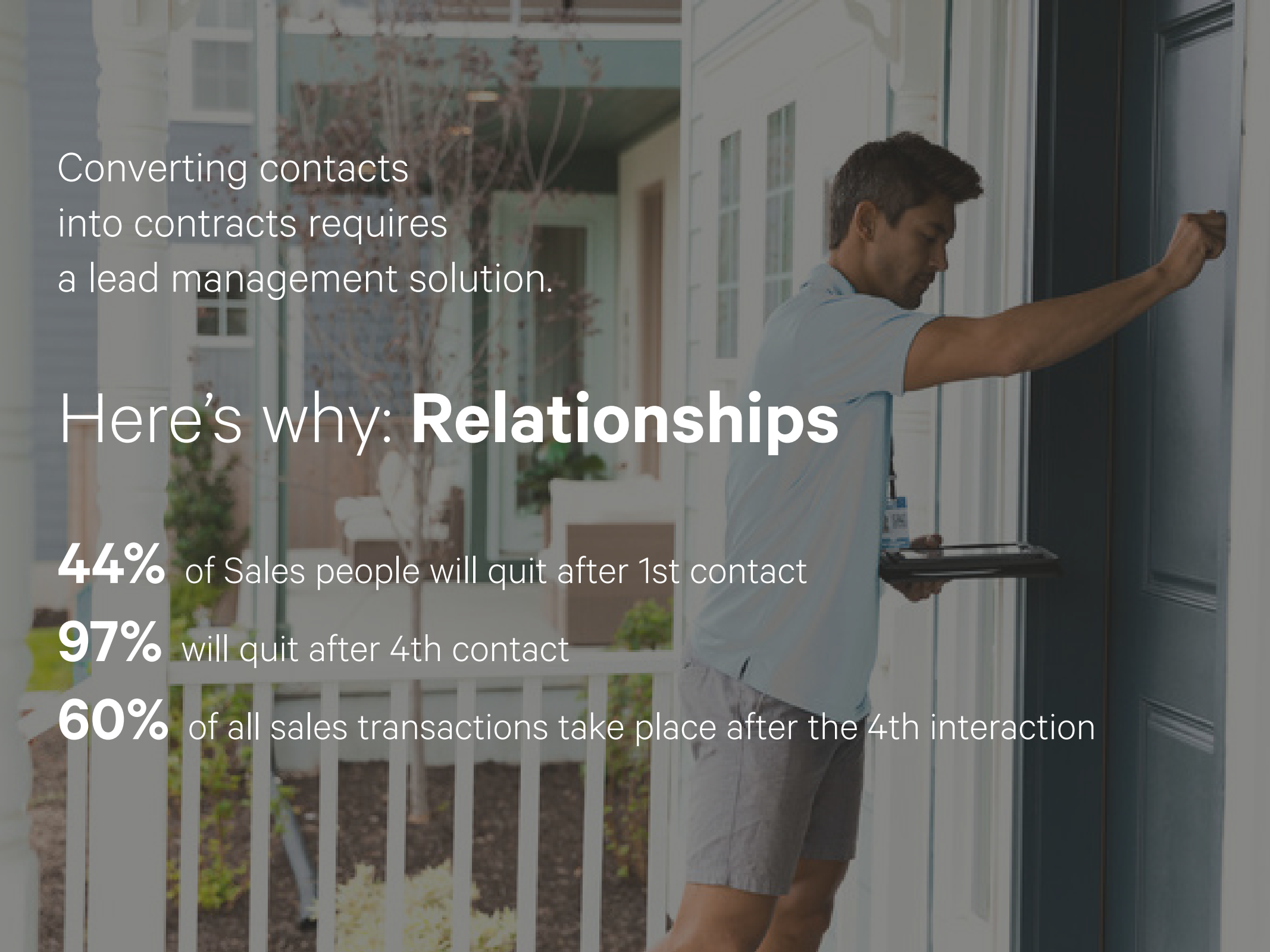
Sales reps found managing their leads in map views saved time and closed more deals. Using the lead filter option, they could filter by disposition status inspiring strategic approach on who they focused on first. With note dictation feature, they quickly speak their notes into SalesRabbit recording the interaction for future reference. Meaningful follow up visits led to relationships formed, resulting in more contracts. Reps utilize their areas longer, close proximity of leads reduces time spent prospecting, and allows more time closing.

The leader boards reveal reps' activities providing insights for recognition and improvement. Measuring prospecting activities ensures results with closing activities. The accountability has helped the entire organization, and enabled the sales reps and teams to behave as a modern sales organization.

Solution:

- SalesRabbit tracks progress of leads, prioritizes high propensity buyers, and aligns sales reps with their best sales opportunities.

- Leader boards reveal important behavior and activities enabling reps to improve, while empowering management to measure and inspire accountability.

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Converting contacts
into contracts requires
a lead management solution.

Here's why: **Relationships**

44% of Sales people will quit after 1st contact

97% will quit after 4th contact

60% of all sales transactions take place after the 4th interaction

Results

- Real time measurement of sales rep behavior & activities which inspires a strong sales culture.

- A highly scalable platform to grow multiple offices across multiple states, simplifying training needs and unifying sales practices across the organization.

- A growing database for smart campaigning and rich prospecting methods, results in newfound sales opportunities, lead distribution and lead sharing.

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Resourceful sales data

An ever growing database of historical sales leads live within Sales Rabbit making rehashing of contacts a meaningful sales practice causing substantial business for Storm Guard offices. With SalesRabbit they are easily able to pickup a face to face conversation by telephone or email. Revisiting sales areas with historical notes invites credibility and confidence to any prospecting campaign, making the most of previous interactions.

In the words of a Storm Guard Sales Manager, Dustin Mehalic, "The results have been huge on the sales front. My Missouri office started marking every single inspection that they had as either a hot lead or a cold lead. Any home with damage was considered a hot lead. Going back to every single hot lead enabled me to close twice as many deals as before with SalesRabbit's comprehensive lead tracking."

This has been a benefit to the General Managers as well because now they can preemptively resolve issues. Instead of simply pointing out the issue, the GM can walk the franchisee through the dashboard and show them step by step how their office can improve. This fast mobile app, extends visibility and transparency into the daily world of any sales organization.

"SalesRabbit is a transformative tool that not only helps you improve your business, but helps you run your business the way that you have always intended."
 - President, Storm Guard

SalesRabbit

About SalesRabbit

SalesRabbit is the industry leader for lead tracking and selling for face to face and door to door sales reps. The lead management, leader boards, area assigning tools, and digital contracts give sales reps the tools they need to succeed. SalesRabbit integrates with CMS and CRMs like SalesForce and many other platforms. Schedule a demo today to experience how you can enable your sales team and accomplish executive initiatives through modern sales software.