



CASE STUDY: DR. ROOF

*Implementation of Pro
Marketer AI and Pro Hire AI*



COMPANY OVERVIEW

Dr. Roof, a leading roofing company, sought to enhance its sales and marketing effectiveness by adopting advanced AI-driven technologies. Partnering with Contractor AI, Dr. Roof implemented a custom-built CRM system featuring AI-driven components like follow-up sequences, lead nurturing, and an AI chatbot. This case study explores the objectives, tactics, and remarkable results achieved through this technological enhancement.

OBJECTIVES

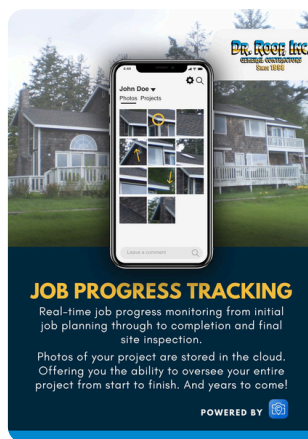
- **Automate the Sales Process:** Streamline the entire sales pipeline from lead generation to closing, minimizing manual intervention and maximizing efficiency.
- **Increase Lead Volume Handling:** Enable the handling of a higher volume of leads without additional strain on the company's resources, particularly the owner's time.
- **Improve Return on Ad Spend:** Enhance the effectiveness of advertising campaigns, particularly through targeted Facebook ads, to ensure higher conversion rates and better ROI.
- **Enhance Competitive Edge:** Implement advanced quoting systems and develop a robust sales playbook to differentiate Dr. Roof from competitors.

TACTICS

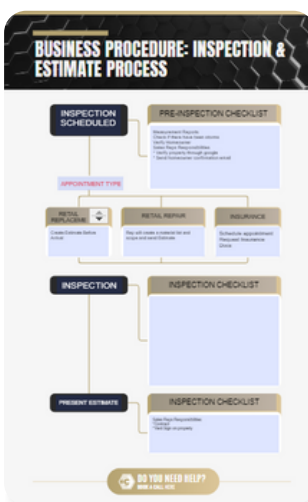
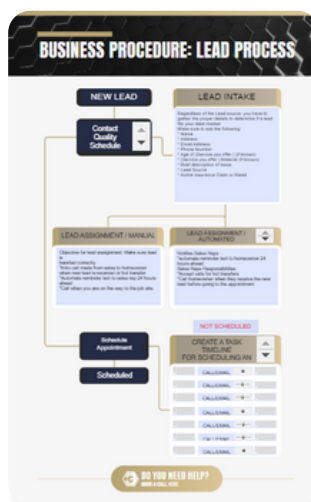
- **Custom-Built CRM Integration:** Developed and integrated a tailored CRM system, 'Pro Marketer AI', equipped with lead nurturing sequences and an AI-driven chatbot to engage prospects effectively.
- **AI-Driven Appointment Booking:** Utilized 'Pro Hire AI' to automate the appointment booking process, incorporating thorough screening protocols to ensure high-quality leads.



- **Facebook Advertising Campaigns:** Launched targeted ad campaigns to attract a specific audience, effectively using data insights from the CRM to optimize ad performance.
- **Advanced Quoting System:** Implemented 'Sumo Quote', an advanced quoting tool, to provide detailed and competitive quotes, distinguishing Dr. Roof in the market.



- **Sales Playbook Development:** Created a comprehensive sales playbook for Dr. Roof's sales team to standardize and optimize sales practices..



- **High-Level Coaching and Training:** Engaged Glenn, a member of the inner circle coaching program led by Jay Carter, providing strategic coaching and accountability. The team also participated in regular sales training and role-playing sessions.



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RESULTS

➤ Fully Automated Sales System

- The integration of AI technologies facilitated a completely automated sales process, significantly reducing the need for manual intervention.

➤ Increased Sales

- The automation and improved lead management directly contributed to a dramatic increase in sales.

➤ Higher Efficiency in Lead Management

- The AI-driven systems allowed Dr. Roof to handle a greater volume of leads efficiently, ensuring that sales efforts were scaled without additional resource allocation.

➤ Enhanced Ad Spend Efficiency

- The focused Facebook campaigns and data-driven strategies improved the return on ad spend, achieving higher conversions at lower costs.

➤ Competitive Advantage

- The advanced quoting system and structured sales playbook enabled Dr. Roof to stand out in a competitive market, offering superior customer interaction and detailed proposals.

CONCLUSION

Dr. Roof's collaboration with Contractor AI and the implementation of Pro Marketer AI and Pro Hire AI transformed its business operations, leading to improved efficiency, increased sales, and a better position in the market. The success of this initiative showcases the power of tailored, AI-driven solutions in enhancing business processes and driving growth in the competitive roofing industry.



SEE WHAT DR ROOF HAS TO SAY ABOUT US

Glenn, Dr. Roof: "The strategic insights and accountability received from Jay Carter's coaching and the efficiency brought by the AI-driven CRM and tools have revolutionized our sales approach and results."

Jay Carter, Coach: "It's been rewarding to see how the integration of advanced AI tools and strategic coaching has propelled Dr. Roof to new heights in sales performance and market differentiation."



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