



SALESRABBIT CASE STUDY:

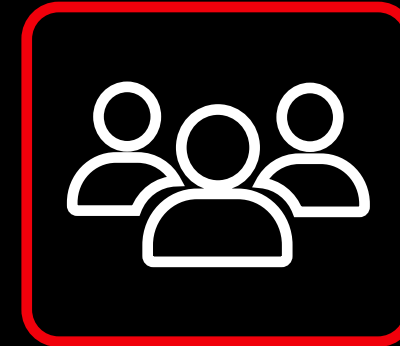
**How Best Choice Roofing
Improved Knock Efficiency
by 281%**



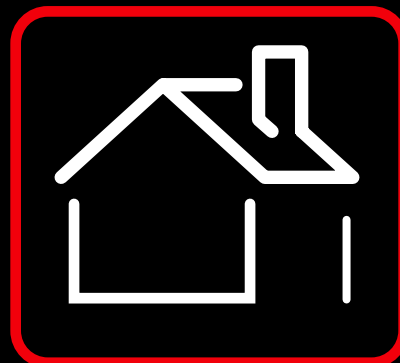
At a Glance



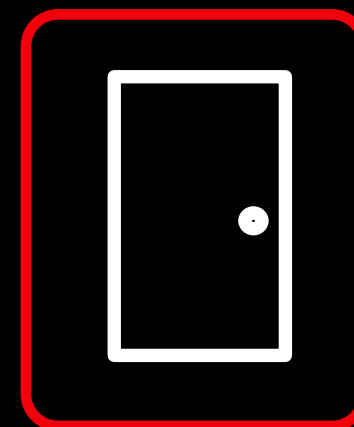
Company: Best Choice Roofing (BCR)



Scale: 1,200+ Sales Reps | 70 Branches | 30 States



Industry: Roofing and Restoration



Key Result: Reduced knocks per contract from 141 to 37.

The Challenge: The “Build vs. Buy” Bottleneck

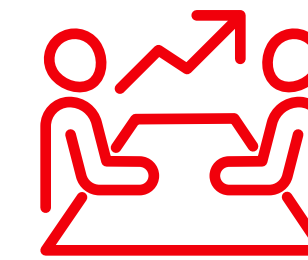
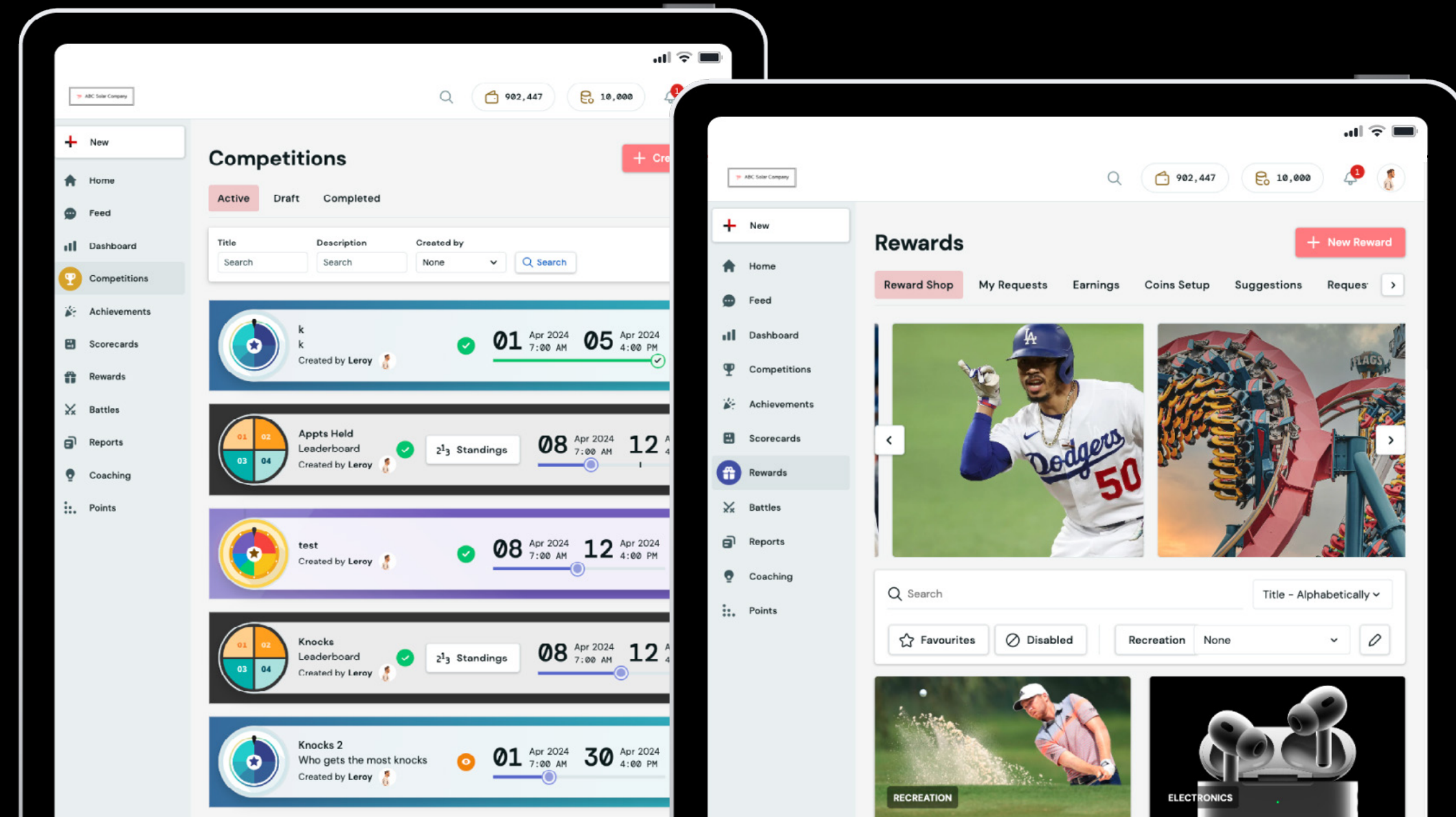
Like many enterprise-level organizations, Best Choice Roofing (BCR) initially attempted to build its own internal sales application. For eighteen months, they maintained a proprietary tech stack. However, managing software for a workforce of 1,200 sales reps across 30 states created a significant operational bottleneck.

CEO Bryce Barnett recognized that true scalability required more than a part-time internal developer. To drive performance, they needed advanced features—specifically gamification and psychological profiling—that would take decades to develop in-house.

The Solution: Driving Behavior with Gamification

BCR required a tailored enterprise rollout, not an out-of-the-box fix. SalesRabbit provided a custom implementation strategy, including dedicated servers to handle BCR's massive data volume.

Beyond infrastructure, BCR utilized SalesRabbit Amplify to engage their diverse sales force. By leveraging psychological drivers, they motivated different personality types through:



Peer-to-Peer Battles:

Creating fair competition between branches with similar revenue volumes, rather than pitting smaller branches against mega-branches.

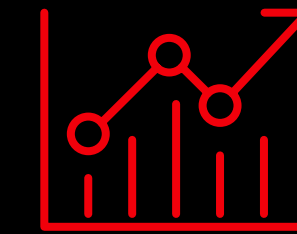


The Reward Store:

Driving positive behavior through performance-based "coins" redeemable for gear and trips.

The Results: Data-Driven Dominance

The impact on efficiency was immediate. By gaining total visibility into “Waterfall” metrics (Knock → Talk → Walk → Contract), BCR optimized their field operations and removed inefficiencies.



Efficiency Surge:

The team improved from 141 knocks to sign one contract down to just 37 knocks per contract—a 281% increase in efficiency.



Defying Seasonality:

Historically, the industry faces a seasonal dip in performance. Using SalesRabbit’s geolocation and accountability tools, BCR maintained their trajectory, validating activity levels even during slower months.



“

SalesRabbit was 100 times smoother than anything we're doing with all of the other software... It was honestly so refreshing to be able to sit down and say, 'This is what we want to do,' and have them come back with a tailored solution.

”

- Bryce Barnett, CEO

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