



**SALESRABBIT CASE STUDY:**  
**Moss Roofing**



# 7M-10M



## Account Overview and Summary

Moss Roofing has been in business for over 33 years! They have found a way to keep the small company vibe even after years of success. “Our numbers are nowhere near a small Mom & Pop business anymore.” Within the last year, Moss Roofing has grown from 7M to over 10M in revenue. Historically Moss Roofing has done much retail work compared to insurance work. Which is incredible. Normally insurance is the low-hanging fruit. But Moss Roofing has been given many word-of-mouth referrals and advertising on local radio & television networks.

# Biggest Challenge

Historically, Moss Roofing has aimed to gain new leads and business from word-of-mouth referrals and marketing efforts. This speaks to the amount of effort that Moss Roofing puts into its customer experience, and new customers tend to come to it instead of the other way around. But when looking to grow as a company, it wanted to have a continuous flow of leads. This is when it looked to add a field sales tool to help get in front of doors and speak with homeowners who had recently experienced severe storm damage.

# Canvassing Before SalesRabbit

Moss Roofing found SalesRabbit as the best field sales tool to help them grow as a company. It quickly became the top-of-funnel sales tool for driving canvassing efforts. In the roofing industry, finding accurate weather information is key to targeting the right neighborhoods with the most storm damage. SalesRabbit's weather feature makes this easy.



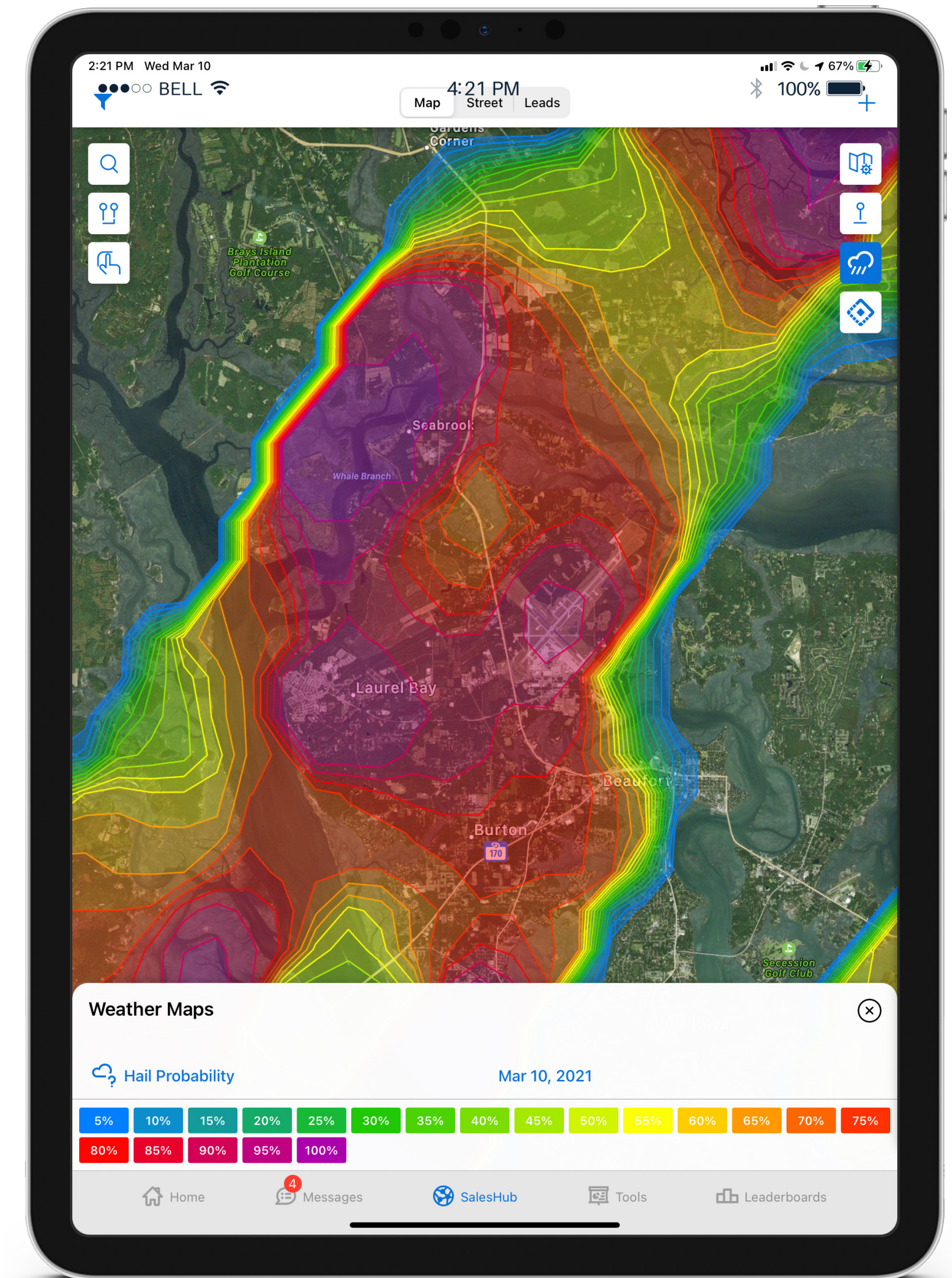
**“We love using the weather maps to see where the hail damage is,”**

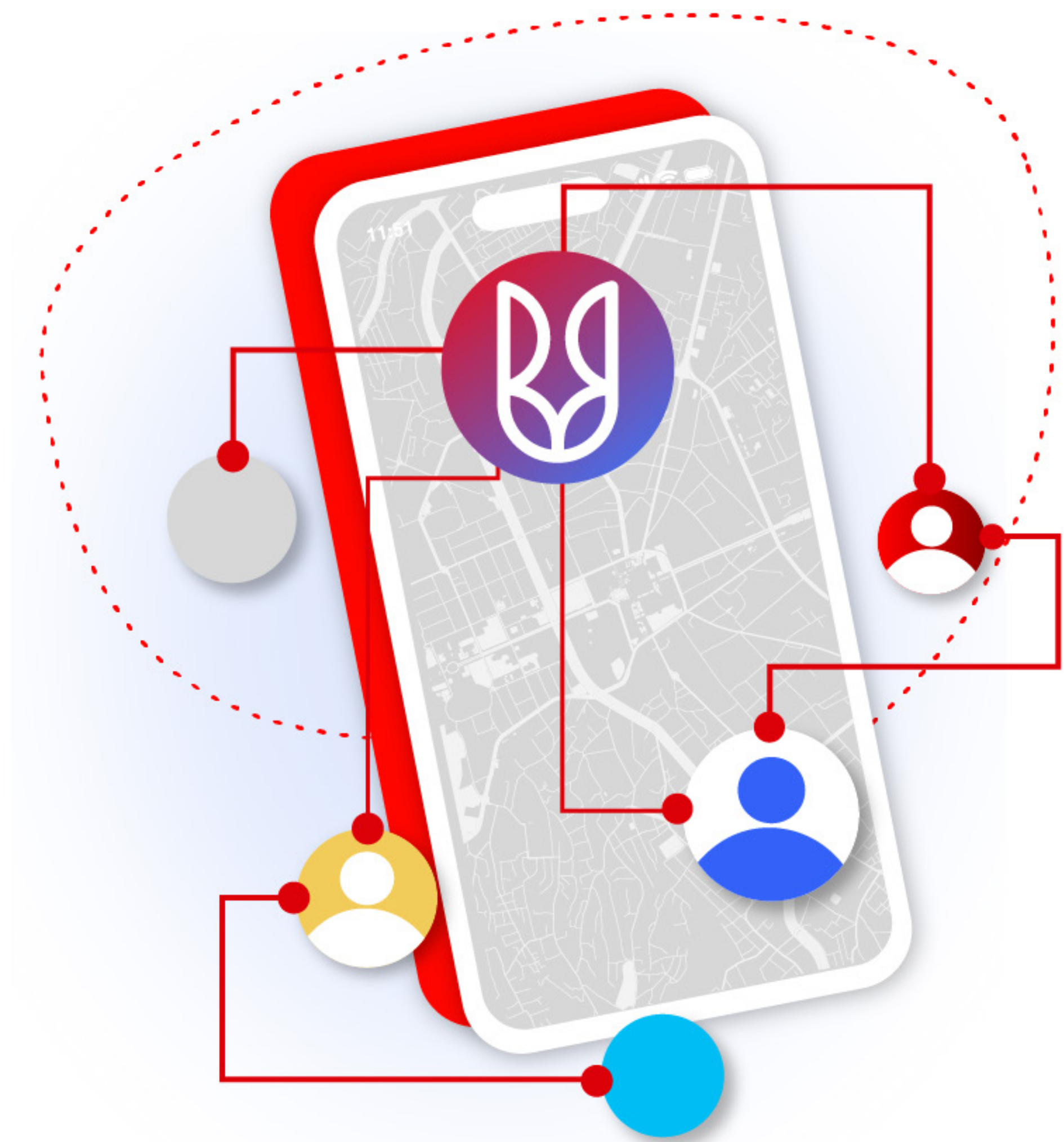
**“It helps us tell our sales reps exactly where to knock.”**  
SalesRabbit also provides historical weather reports for each household, which Moss Roofing finds invaluable.

**“It’s a game-changer when working with insurance companies and adjusters to buy a roof.”**

# Saving Time with SalesRabbit Weather Add-On

Before Moss Roofing fully implemented SalesRabbit's Weather feature, they relied on a time-consuming process—emailing their supplier an address and waiting up to half a day for a weather report. Now, with SalesRabbit's Weather Add-On, they can pull up detailed weather reports in under a minute. It's been a complete game changer for Moss Roofing, streamlining their operations and significantly improving efficiency.





## Experience with Implementation & Support

Moss Roofing understands that adding new software isn't something that happens overnight. It takes time to adjust and learn how to use new mobile and web applications properly. SalesRabbit has made it a priority to shorten this process, reducing the industry average implementation time from several months to just a few weeks.

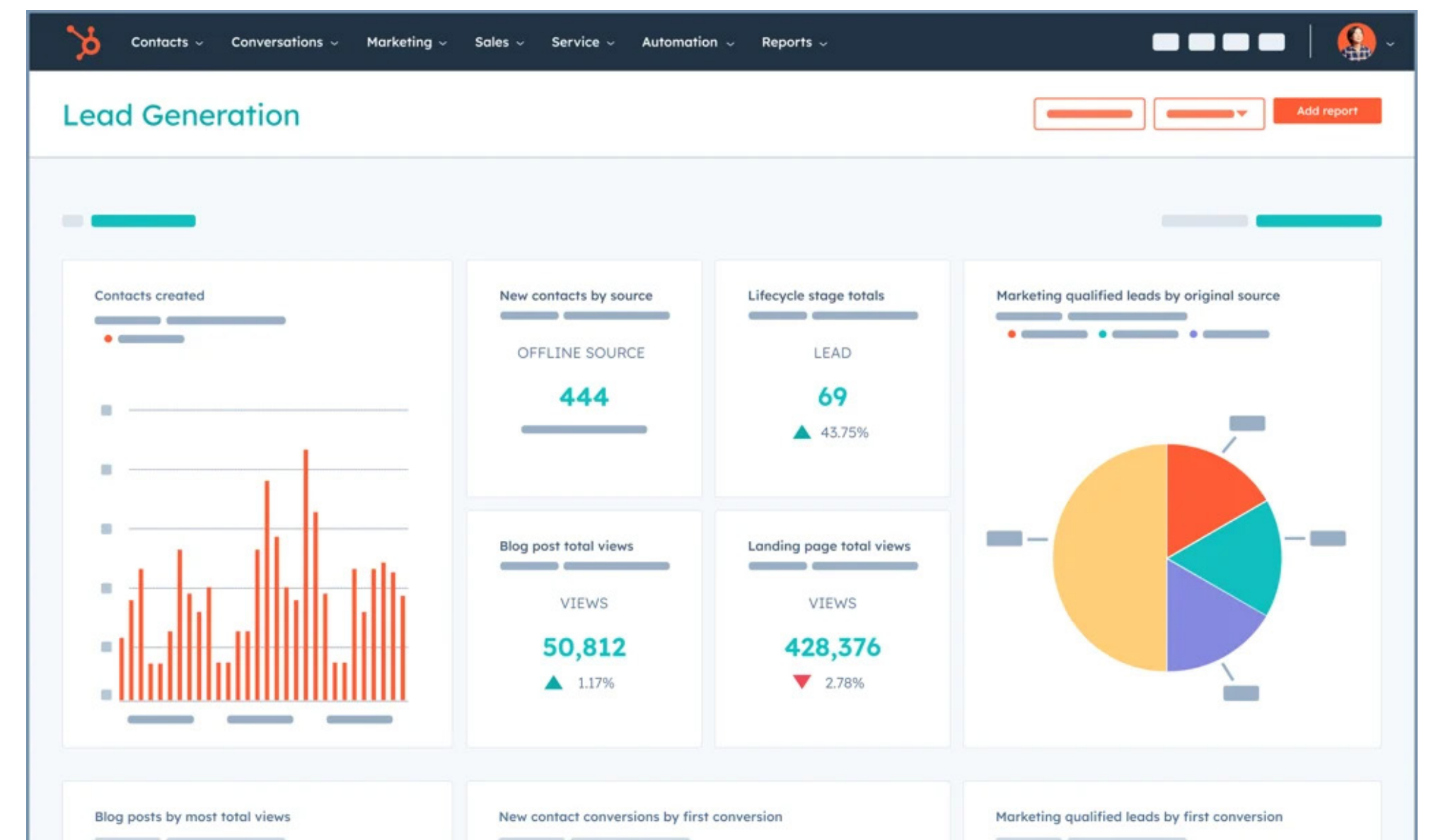
The onboarding process included a series of Zoom calls where a SalesRabbit implementation team member walked through every aspect of the software. They also hosted a meeting with the entire field sales team to go over the mobile application features and answer any questions. After onboarding, communication with the support team was excellent—any questions were quickly addressed and resolved.

## SALESRABBIT'S INTEGRATION WITH HUBSPOT

# Integration with HubSpot

When Moss Roofing was searching for their field sales software they had a lot of different must-haves on their list. One of the most important was being able to have a native integration with Hubspot their CRM. SalesRabbit not only has a native integration with Hubspot, but it is easy to set up and easy for sales reps to use once the integration has been completed.

Before SalesRabbit, when reps were generating a lead, they would need to call into the office and have them enter all of the information into Hubspot over the phone. But now the field reps can enter all of the customer information into the lead in SalesRabbit, and all of the data to be sent over automatically.





## About Moss Roofing

Moss Roofing working out of Greenwood, IN has been helping customers for over 33 years with new roofs, siding, and storm damage repairs. They have worked hard to keep a small company vibe despite its quick growth and success. In the past year, Moss Roofing's revenue has gone from 7M to 10M, which has required them to find software that helps them keep up with their growth. The common income in the roofing industry comes from insurance jobs, but much of their business has come from retail work. This success is fueled by a strong base of word-of-mouth referrals and consistent advertising on local radio and TV networks.



# About SalesRabbit

SalesRabbit is the only all-in-one field sales management platform, used daily by 85,000 salespeople. Created by sales professionals, it offers nine distinct capabilities through a single login, integrating powerful sales tools to streamline fieldwork. SalesRabbit leverages data to identify high-value leads automates tasks, and provides real-time progress tracking. Its mobile solution empowers on-the-go deal closing, while robust reporting and analytics optimize sales strategies and maximize ROI. SalesRabbit enhances visibility, simplifies operations, and supports informed decision-making, helping your company achieve superior sales performance.