

SalesRabbit Case Study: **All West Fiber**

The Fiber Growth Engine:

How a 112-year-old legacy provider transformed into a high-speed sales machine using SalesRabbit's territory management and gamification.

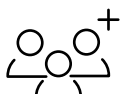


By the Numbers



20%

Market penetration achieved within just one week of launching new service areas.



10x

Sales team growth, expanding from 5 to 50 active field reps.



20%

Performance lift during nightly shifts by utilizing Amplify gamification.



40%

Total penetration in established high-tech fiber markets.

The Challenge

Before implementing SalesRabbit, All West faced structural "blind spots" that threatened to stall their aggressive fiber build-out:

- **Spreadsheet Paralysis:** Lead management relied on manual spreadsheets, which made it impossible to track dispositions or manage vendor performance in real-time.
- **Fragmented Serviceability:** Fiber builds are often "patchworked" rather than contiguous. Reps frequently wasted effort knocking on doors in private easements or non-serviceable areas because they lacked precise mapping.
- **The "Burn and Churn" Cycle:** Their initial third-party door-to-door teams were inconsistent, leading to high employee turnover and wasted lead lists.
- **Accountability Gaps:** Leadership had no way to verify field effort, leaving them unable to distinguish between a "slumping" rep and one who was simply "bogus knocking" from a local restaurant.
- **Legacy Brand Friction:** In new markets like the Wasatch Front, All West was an unknown entity competing against massive incumbents like Xfinity.

The Solution

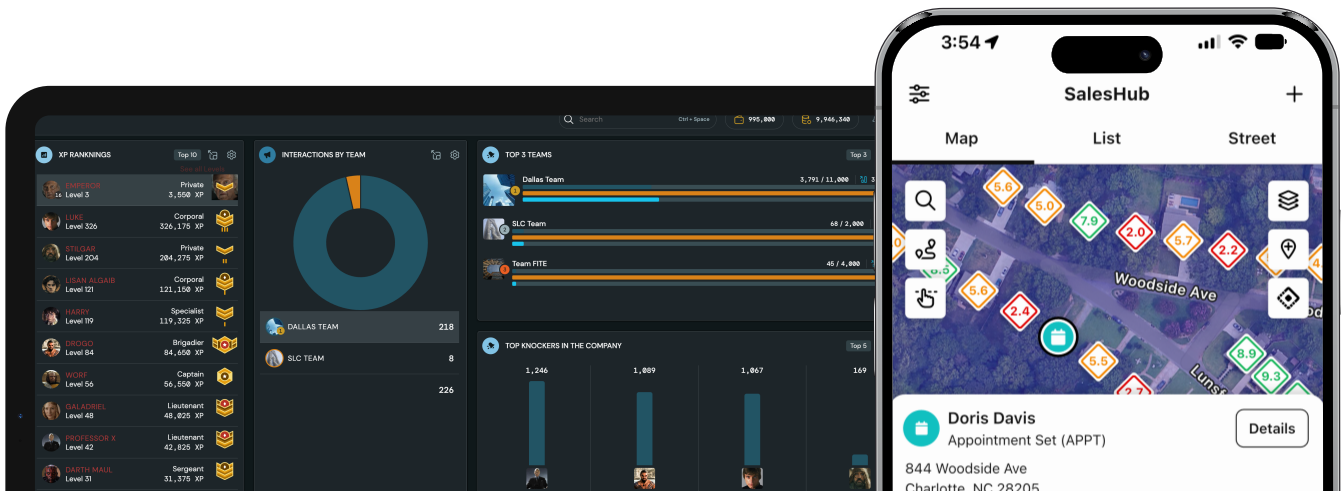
All West deployed SalesRabbit as the operational "machine" to match their engineering speed:

- **Surgical Territory Management:** Supervisors use the "lasso" and pin tools to define exact boundaries, ensuring reps only knock on fiber-ready doors. This prescriptive routing eliminates wasted steps in complex neighborhoods.
- **Digital Sales Enablement:** All West moved their entire library of marketing materials—including flyers, 2G product one-pagers, and landlord drop forms—directly into the SalesRabbit app for instant emailing to prospects.
- **Performance-Saving Visibility:** Real-time location tracking and disposition history allowed managers to see who was actually putting in the work. This data has directly saved the jobs of hardworking reps whose effort was visible even when their close rate was temporarily down.
- **Gamified High-Performance Culture:** By utilizing Amplify, All West created "positive peer pressure" through nightly leaderboards and high-value incentives like custom hoodies, gift cards, and even new Nikes.
- **Rapid Workforce Onboarding:** Because SalesRabbit is an industry standard, 50% of new hires arrive already trained on the tool. New reps are typically field-ready and dispositioning leads within just 2-3 nights of shadowing.

“

To be efficient doing door-to-door sales, you've got to have a strong CRM tool to identify and disposition each and every door and understand who is serviceable, who isn't... fortunately, SalesRabbit's very easy to load that data into.

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Ready to scale your fiber footprint and dominate your local market?

Book a Demo

