

How SalesDraft Helped Rose Roofing Double Their Hires in Just Two Weeks



The Challenge

Rose Roofing and Restoration struggled with inefficiencies in their recruiting process. The team was losing candidates because they couldn't properly reach out or keep them engaged during the interview process. As a result, many potential hires slipped through the cracks.



Our Solution

SalesDraft streamlined applicant intake and improved follow-up. By automating key parts of the funnel, Rose Roofing was able to capture and engage candidates they would have otherwise missed. This ensured more applicants reached the interview stage, where the company had the best chance of making quality hires.



The Results

Within just a week or two of using SalesDraft, Rose Roofing doubled its number of hires. Beyond volume, the efficiency and quality of candidates reaching the interview process also improved. For Scott and his team, the investment quickly proved its value—turning recruiting into a predictable, scalable process.



As soon as we signed up for SalesDraft, within a week or two we basically doubled our number of hires. It's a no-brainer

Scott
VP of Recruiting

Key Impact Metrics



2X Hires

Doubled the number of hires in just 2 weeks



Higher Quality Reps

More qualified candidates reached interviews



Greater Efficiency

Fewer applicants lost, smoother recruiting funnel