

Soligo Turns \$80K in **Recruiting Spend into \$5.2M** in Installed Revenue

At the start of 2025, Soligo, a florida based solar company, partnered with SalesDraft to supercharge their recruiting process. Their goal: attract, engage, and hire top-tier sales reps faster – without the chaos of manual recruiting.



The Challenge

Before working with SalesDraft, Soligo's recruiting team was overwhelmed by:



A high volume of unqualified applicants



Slow follow-up times and poor candidate engagement



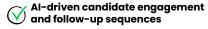
Missed opportunities to bring on talented reps ready to sell

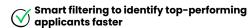
Despite investing heavily in job ads and internal resources, Soligo struggled to consistently convert applicants into hires — and it was holding back growth.

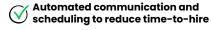


Our Solution

Soligo went to SalesDraft to revamp their recruiting efforts, optimizing the entire front end of the recruiting funnel, including:







Over 10 months, SalesDraft's platform helped Soligo engage, filter, and qualify thousands of applicants, enabling the company to hire dozens of new sales reps with minimal internal lift.



The Results

Those hires have since generated \$5.2 million in installed projects — not "sold" or "in progress," but fully installed revenue that directly impacts the bottom line.

SalesDraft simplifies recruiting — so yourcteam can focus on closing deals, not chasing applicants.

Key Metrics

\$80,000 **Recruiting Spend**

\$5,200,000 **Installed Revenue Generated**

400%

That's a \$65 return for every \$1 spent on recruiting.



SalesDraft was an absolute game changer for us, and made scaling EASY!

Kellon

Co-Owner at Soligo

Want Results Like This?

Schedule a demo with our team to learn more!

