

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:



AI-driven candidate engagement and follow-up sequences



Smart filtering to identify top-performing applicants faster



Automated communication and scheduling to reduce time-to-hire

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 your team can focus on closing deals, not chasing applicants.

Key Metrics

\$80,000
Recruiting Spend

\$5,200,000
Installed Revenue Generated

6,400%
ROI

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!

