



# SUMMER INTERNSHIP

Tools for now *and* later.

# About Me

**Name:** Robert Romanowski  
**Project:** SDR Lead Conversion



**School:** McHenry County College / Cyber Security

**Store:** Service Desk Lead Crystal Lake II, 1920

**VP:** Chuyu Xi

**Team:** PRO Sales Development

**Manager:** Matt Colbeck

**Mentor:** Josh McNeill



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# PRO Sales Development Team | Internship

## Overview

**IDENTIFY AND TEST NEW PROCESSES TO DRIVE  
SDR LEAD CONVERSION HIGHER – ULTIMATE  
GOAL OF 50% OR ABOVE**

## Discovery Process

30+

Interviews with  
OSRs and PSMs

3

OSR Ride  
Alongs

65+

OSRs and SDRs  
surveyed on value props

## Focus Areas

## Project Results

### Lead Resurfacing:

209 neglected leads, 150 viable leads reconnected with field, 5 already converted to managed accounts

### Impact on the business:

Recapturing revenue opportunity and growing market share

## Challenges

Consistent follow-up/communication on leads

Opportunity for additional Salesforce training

Incomplete/inaccurate info given by customer during SDR vetting process

# Project Overview/Goal: Identify and test new methods to drive SDR lead conversion higher



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Why is it important?



**260+**

OSRs receiving  
SDR leads YTD



**\$825k+**

Average estimated  
total wallet



**1100+**

OSR Transitions  
YTD



**~40%**

Conversion %  
YTD

ALL SDR Leads	2024 FYTD Sales	2025 FYTD Sales	YOY Growth %
All Transitions	\$ 43,996,707	\$ 51,000,508	15.9%
Converted leads	\$ 21,083,793	\$ 29,758,456	41.1%
\$500k+ SDR Leads	2024 FYTD Sales	2025 FYTD Sales	YOY Growth %
All Transitions	\$ 19,115,531	\$ 24,202,781	26.6%
Converted leads	\$ 11,409,636	\$ 16,589,886	45.4%
SF Construction	2024 FYTD Sales	2025 FYTD Sales	YOY Growth %
All Transitions			16.1%
Converted leads			29.3%
Residential Remodeling Leads	2024 FYTD Sales	2025 FYTD Sales	YOY Growth %
All Transitions	\$ 20,970,361	\$ 23,971,089	14.3%
Converted leads	\$ 9,036,137	\$ 12,202,763	35.0%
MF Construction Leads	2024 FYTD Sales	2025 FYTD Sales	YOY Growth %
All Transitions	\$ 3,899,240	\$ 4,378,870	12.3%
Converted leads	\$ 1,603,375	\$ 2,812,306	75.4%

**SDR Leads converted by  
OSRs grew by an average  
of 41.1% YTD**

**When SDRs and OSRs work together on leads – sales growth accelerates!**

# Key Insights / Project Discovery | Stakeholder Engagement

## Information gathering

### ▪ Stakeholder interviews

Interviewed over 30 SDRs, OSRs and PSMs to gather information on our current processes to determine what works well and what needs updated.

### ▪ OSR Value Prop Survey

Surveyed over 65 SDRs and Outside Sales associates, ranking the most important value props an OSR provides PRO customers.

## What's working well



Strong SDR-OSR alignment on value props

1. Dedicated support
2. Competitive pricing
3. Help with planned purchases

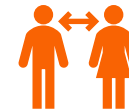


Solution Selling mindset among top OSRs



Warm Lead Handoffs supported by a persistent, multi-channel follow-up approach

## Areas for Focus



Difficulty in pairing the right lead with the right OSR (expertise, portfolio needs)



Opportunities for additional Salesforce training on best practices



Gaps in OSR coverage areas limiting pool of available leads

# Project Details/Results | Resurfacing Neglected Leads

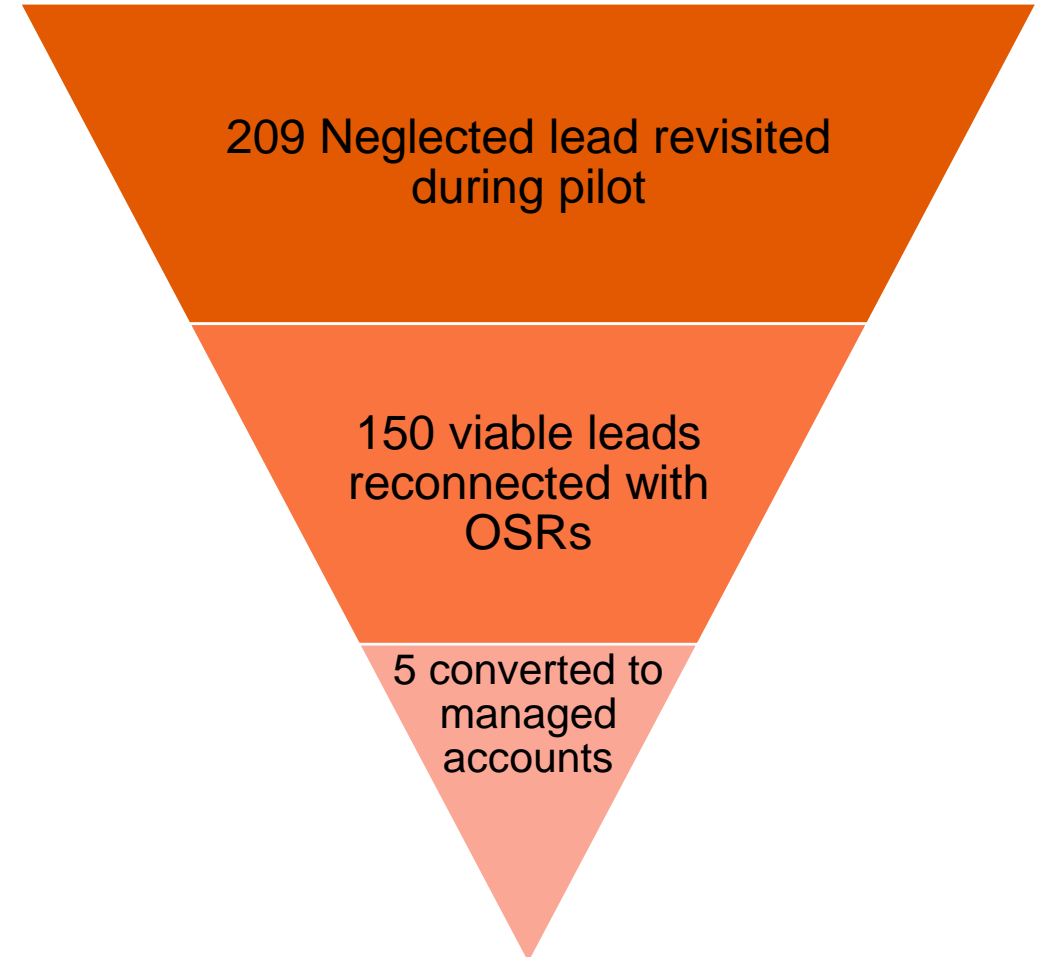
## Pilot Details

Built out a salesforce report that showed Neglected and disqualified leads that dropped off from the week prior.

Developed standardized templates to streamline outreach to OSRs via email and Teams, inquiring on why specific leads were marked as neglected and then reassigned to the field as needed.

Applied same process by following up with market PSM's to support lead reassignment to OSR's

Built secondary Salesforce report to optimize lead tracking for converted account visibility.



# Key Insights/Project Discovery | Gaps in OSR Coverage

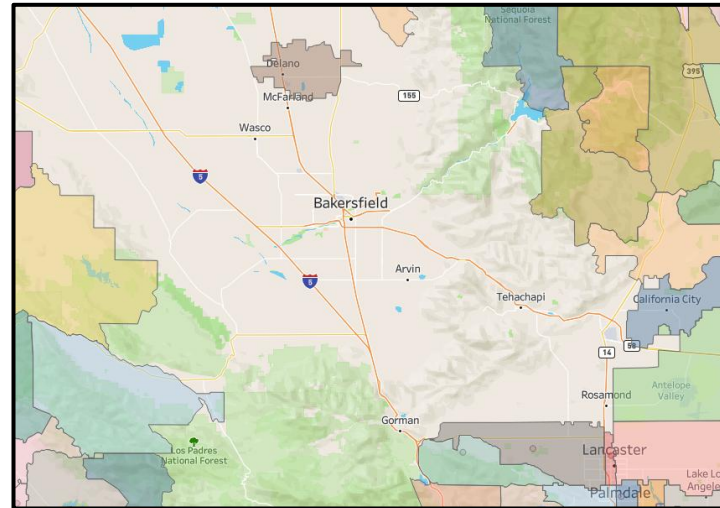


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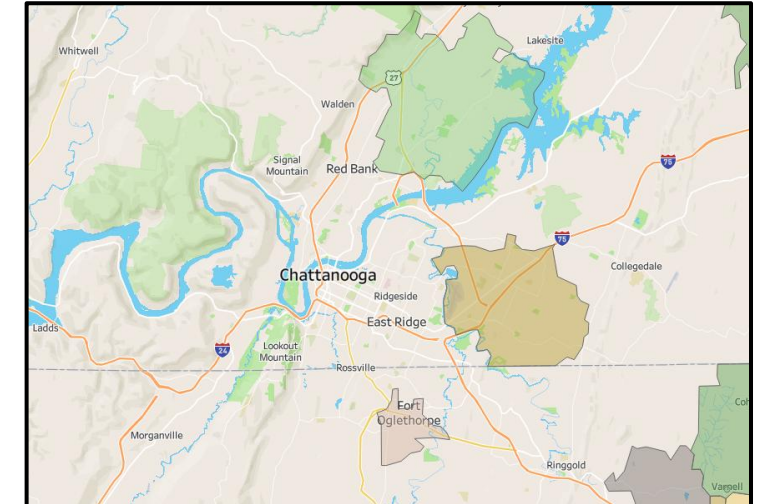
The majority of SDR leads created fall within designated OSR territories/zip codes.

- Improving the accuracy and totality of OSR coverage mapping in Salesforce can help maximize the pool of available leads, ultimately supporting a higher number of transitions and stronger lead conversion for the SDR team.

## Bakersfield, CA



## Chattanooga, TN



Despite limited or no OSR coverage shown in Salesforce, there are accounts being managed by OSR's within these markets (zip codes)

- 50+ managed accounts
- \$20+ Million annual sales

**This represents a large opportunity to expand OSR mapped coverage to maximize lead opportunity.**



# Key Learning & Next Steps: Field to SSC Internship

## Next Steps/Recommendations

- Continue process of reviewing neglected and disqualified leads weekly and reassigning as needed to drive SDR lead conversion
- Update SDR script/SOPs by trade type to dive deeper into customer's projects and estimated spend for higher likelihood of conversion.
- Work with Salesforce team to update # of active leads, timeframe on removal of neglected leads and resolve "aged leads" error

## Key Learning

- Cross-functional partnership between SSC and the field improves lead outcomes
- Importance of providing strong relationships and value for customers
- Increased Pro market share drives higher revenue and positions The Home Depot competitively within the professional market

This internship has been an **invaluable experience**, from uncovering growth opportunities within neglected leads to strengthening alignment between SSC and field teams, I've seen firsthand how data, collaboration, and customer relationships come together to drive meaningful results.





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# Questions?