The Simple Rep

Product Overview Document

App Description

The Simple Rep is the first automated direct recruiting and onboarding system built specifically for storm restoration roofing sales. Inspired by CutCo's proven recruitment model, this mobile app transforms every new sales representative's phone contacts into a powerful recruiting pipeline through an engaging, dating-app style interface, while simultaneously guiding them through their critical first 28 days in the industry.

The app's genius lies in its timing – capturing new reps' enthusiasm and network when they're most excited about their new career. By gamifying both the recruiting process and the first month's journey, The Simple Rep creates a self-perpetuating growth engine: new reps swipe through their contacts to identify potential recruits, while the app's structured 28-day program keeps them engaged, productive, and successful.

Key Features

- Contact-mining system with intuitive swipe-to-refer interface
- Automated recruitment nurture sequences
- Day-by-day storm restoration sales training
- Achievement-based rewards for both sales and recruiting
- Real-time activity tracking and engagement monitoring
- Comprehensive analytics for team growth and retention

Origin Story

The Simple Rep was born from a decade of experience building and scaling D2D sales teams in roofing and solar. After running successful operations and collaborating with industry-leading masterminds nationwide, I identified a critical gap: new reps needed a better way to succeed in their first month while helping grow their teams. This app is the solution I wish I had when building my companies.

Target Demographics

Industry Focus:

- Residential roofing sales organizations, primarily storm restoration/insurance-based

Company Size:

- Small to mid-sized roofing sales teams (5-50 1099 sales representatives)

Geographic Focus:

- Storm markets/hail belt states
- Areas with high insurance claim activity
- Territories with regular severe weather events

Business Model:

- Insurance restoration focused (80%+ insurance work)
- 1099 independent contractor sales force

- Commission-based compensation
- High-ticket sales ($15,000+ average project)

Company Structure:

- Owner/operator led organizations
- Sales-driven culture
- Performance-based advancement opportunities
- Minimal corporate hierarchy

User Personas

1. New Sales Representative (Core User)

- Age: 20-35 years old
- Background: Often transitioning from other industries, attracted by high-commission potential
- Experience Level: 0-3 months in storm restoration sales
- Income Goals: Seeking $75,000+ annual income potential
- Motivation: High earning potential, flexible schedule, entrepreneurial opportunity
- Challenges:
  - Learning insurance claim process
  - Building confidence in door-to-door approach
  - Understanding storm damage identification
  - Managing inconsistent income during ramp-up

2. Sales Manager/Team Leader

- Age: 28-45 years old
- Background: Successful former sales rep who has built their own team
- Experience: 2+ years in storm restoration sales
- Income: Consistently earning $150,000+ annually
- Primary Focus:
  - Building their own sales team while still selling
  - Training new reps while managing their own territory
  - Maximizing storm response opportunities

3. Company Owner/Operator

- Age: 30-50 years old
- Background: Often started as a sales rep themselves
- Role: Running operations while leading sales organization
- Primary Needs:
  - Streamlined rep onboarding to handle rapid scaling during storm season
  - Recruitment tools to build teams quickly when storms hit
  - Systems to train and retain quality reps

Value Proposition

Built for roofing company owners who understand that rapid, sustainable growth comes from turning every new hire into both a successful closer and an active recruiter, The Simple Rep automates and gamifies the two most critical aspects of scaling a storm restoration sales team: recruitment and retention.