

SalesMind AI – Show Up & Close™ System

The Full Roofing-Focused Product Manual

1. Why It Exists

Every roofer knows the story: you pay for ads or referrals, the phone rings, then silence.

Leads slip through the cracks because no one called fast enough, you were on a roof, or your office gal went home.

By the time you call back, that homeowner already booked with someone else.

That's the problem Show Up & Close™ solves.

It turns every single lead—Facebook, Google, website, even word-of-mouth—into a booked appointment on your calendar without you lifting a finger.

It's not another lead-gen gimmick.

It's an AI-driven follow-up and booking machine built specifically for roofers.

2. Plain-English Promise

"We make sure every homeowner who raises their hand actually talks to you."

You stay on the roof.

We make the phone ring with qualified appointments already scheduled.

No chasing, no guessing, no wasted ad dollars.

3. How the System Works (Overview)

Think of it as three gears turning together:

1. Leads In: Facebook & Google ads attract homeowners who need a roof inspected, repaired, or replaced.
2. AI Follows Up: Within five minutes, our digital rep texts, emails, or calls that homeowner—24 hours a day.
3. You Show Up & Close: The AI books the appointment directly on your calendar and hands you the details.

Those gears never stop spinning.

Rain or shine, weekend or weekday, it keeps converting leads while you're out doing the real work.

4. What the AI Actually Does

4.1 Immediate Contact

The moment a lead form is filled, the AI sends a friendly, natural text:

"Hey Sarah, thanks for reaching out about your roof. Are you the homeowner or property manager?"

If no reply, it follows with a polite voicemail or email within minutes.

It doesn't sleep, forget, or get distracted.

4.2 Human-Like Conversation

It speaks like a seasoned office rep who's been in the roofing business for years—no robotic tone, no generic scripts.

It asks simple qualifying questions:

- What type of roof are we talking about?
- How old is it?
- Are you seeing leaks, missing shingles, or storm damage?
- What's your zip code?
- When's the best time for an inspection?

It listens, records the answers in your CRM, and builds a clear lead profile.

4.3 Scheduling

Once the homeowner says "yes," the AI checks your calendar (synced through GoHighLevel or Google Calendar) and books an open slot.

It sends confirmation to both of you.

If the homeowner reschedules or cancels, it handles that too—automatically.

4.4 Reminders and Follow-Ups

It sends reminder texts the day before, the morning of, and one hour prior to keep your show-up rate above 80 %.

If someone ghosts, it nudges them again the next day:

"Hey Sarah, just checking—want to grab a new time for your roof inspection?"

5. Inside the Machine

Module: Lead Capture

What It Does: Connects your ad forms or website instantly to CRM

Benefit to Roofer: No more manual data entry

Module: AI Follow-Up

What It Does: Contacts each lead by SMS, email, voice

Benefit to Roofer: No lead ignored

Module: Qualification Logic

What It Does: Filters out renters, tire-kickers, or outside-area leads

Benefit to Roofer: Only talk to serious homeowners

Module: Calendar Sync

What It Does: Books confirmed time slots

Benefit to Roofer: You see jobs instead of names

Module: Reactivation

What It Does: Revives old or unbooked leads monthly

Benefit to Roofer: Free extra revenue

Module: Review Automation

What It Does: Requests Google reviews after job

Benefit to Roofer: Builds reputation on autopilot

Module: Analytics

What It Does: Shows CPL, booking %, show-up %

Benefit to Roofer: Know exactly what's working

6. Typical Day With Show Up & Close™

7 AM: You're loading shingles—AI already booked two appointments overnight.

9 AM: Homeowner replies to last night's message—AI sets inspection for 3 PM.

Noon: You get a text: "New appointment scheduled at 5 PM — roof leak in North Dallas."

Evening: AI follows up with a lead from three weeks ago—books them for tomorrow.

You check your dashboard: 4 booked calls today, 0 manual follow-ups from you.

7. Why It Matters to Roofers

- You're busy: Ladders, estimates, crews—calls fall through the cracks.
- Speed is everything: Homeowners usually pick whoever answers first.
- Leads cost money: Every uncalled lead is wasted ad spend.
- Follow-up fatigue: No one wants to chase 100 texts a day.

Show Up & Close™ ends that cycle by giving you:

- ✓ Instant follow-up on every lead
- ✓ Consistent appointments on your calendar
- ✓ More jobs from the same budget

8. The Follow-Up Timeline

Time After Lead: 0–5 min

AI Action: Text + Email

Purpose: First contact, highest conversion window

Time After Lead: 30 min

AI Action: Call Attempt #1

Purpose: Catch those who missed text

Time After Lead: 4 hrs

AI Action: Second text with offer hook

Purpose: Re-engage

Time After Lead: 24 hrs

AI Action: Email reminder

Purpose: Stay top-of-mind

Time After Lead: 48 hrs

AI Action: Final ping + soft close

Purpose: Book or mark inactive

If the homeowner replies at any point, the system restarts the conversation instantly.

9. AI Personality Profile (for Training Reference)

- Voice: Friendly project manager who understands construction.

- Style: Straightforward, solution-oriented, zero pressure.
- Emotion: Confident, calm, always helpful.
- Goal: Build trust fast, then secure the appointment.
- Never: Argue, sound pushy, or use corporate buzzwords.
- Always: Listen first, mirror language, use the homeowner's name.

10. Roofing-Specific Knowledge the AI Uses

- Common Roof Types: Asphalt shingle, metal, tile, flat, TPO, EPDM.
- Typical Pain Points: leaks, storm damage, insurance claims, old roofs, missing shingles, energy loss.
- Seasonality: spikes after storms and hail events; low winter volume → focus on maintenance offers.
- Homeowner Psychology: wants speed, trust, proof of credibility, and a clear next step.
- Decision Trigger: first company to respond with professional tone wins most deals.

11. Conversation Examples (Training Use)

11.1 Fast Follow-Up

AI: "Hey Mike, saw you were checking out our roof inspection promo in Fort Worth. Are you the homeowner?"

Lead: "Yeah, we had some shingles come off."

AI: "Got it — we've been handling a lot of storm damage in your area. Want me to get you a free inspection tomorrow or Wednesday?"

11.2 Objection — "Too Busy"

AI: "Totally get it — our crews have been booked solid too. We can do a quick 15-minute inspection and text you the report so you don't lose time. Want morning or afternoon?"

11.3 Objection — "Already Got a Guy"

AI: "No worries at all. Curious though — if he gets busy or you need a second quote, want me to keep you on our priority list? That way you've got backup ready."

11.4 Reactivation Example

AI: "Hey Sarah, we spoke a while back about your roof leak. Still taking on roof projects this month or did you get it sorted out?"

12. Reporting & Transparency for Roofers

The system's dashboard shows, in real time:

- New leads today
- Leads contacted within 5 min
- Appointments booked
- Show-ups vs no-shows
- Conversion rates by ad source
- ROI estimates based on closed jobs

Everything is visible in plain numbers, no mystery marketing talk.

13. Performance Benchmarks for Roofers

- Response Time: < 5 minutes
- Booking Rate: 25 – 35 %
- Show-Up Rate: 75 – 85 %
- Lead Recovery from Reactivation: 20 – 40 %
- Average Job Value: \$8 K – \$25 K (re-roof range)

The AI's mission is to push every one of those metrics higher each week.

14. Automation Examples Roofers See in Action

- "Hey Tom, just sent your roof inspection details to your email – see you at 2 PM!"
- "Good morning Mike – quick reminder for your roof check today at 10. Text 'R' to reschedule."

- “Evening Sarah – thanks again for letting us check the roof. Mind dropping a quick Google review? It helps local homeowners find honest roofers.”

Every message is simple, authentic, and built to sound like you typed it yourself.

15. Psychology Behind the Offer

Roofers buy outcomes, not software.

They want:

- Predictability: “Will I have jobs next month?”
- Control: “Can I see where my leads are going?”
- Freedom: “Can I step away and still book jobs?”

The Show Up & Close™ System sells that feeling first, then backs it with technology.

16. Internal AI Training Cues for Roofing Conversations

- Always reference local context (“after last week’s hail storm in Plano”).
- Mention crew capacity and workload (“we’re booking next week out”).
- Respect blue-collar tone – straight talk, no fluff.
- Praise ownership (“smart move getting ahead before rain season”).
- Close with clear CTA (“Want me to book you tomorrow or Wednesday?”).

17. Scenarios for AI Simulation Training

1. Lead with storm damage photos → AI books inspection.
2. Old lead from two months ago → AI revives and qualifies.
3. Homeowner texts at midnight → AI responds politely and books for morning.
4. Renter inquiring → AI filters out without wasting time.
5. Commercial property lead → AI tags and routes to commercial team.

18. System Maintenance & Learning Loop

Every conversation is logged and graded for:

- Response speed
- Lead quality
- Tone accuracy
- Outcome (booked / not booked)

High-performing messages are fed back into the model.

Low-performing ones are retired.

The longer the system runs, the smarter it gets for roofers in different cities and seasons.

19. Long-Term Vision for Roofers

The goal is to build your own 24/7 sales department that never takes a day off.

Eventually, you'll be able to log in and see:

- Every conversation AI had
- Booked appointments
- Revenue forecast
- Job location heat map
- Automatic review growth

You run the crews. The AI runs the pipeline.

20. Summary

"We built this because roofers were losing money every day on slow follow-up. Our system answers every lead within minutes, qualifies them, books them on your calendar, and keeps the conversation going until they sign. It's like having a sales assistant who never sleeps and never misses a lead."

That's the heart of it.

Simple, powerful, and built for the people who actually climb the roof.

About us

SalesMind AI is a U.S.-based company built by contractors, entrepreneurs, engineers, and marketing experts with decades of experience who believe that artificial intelligence shouldn't be reserved for tech

giants — it should power the daily work of contractors, roofers, and service pros who keep America running.

Since launch, we've served over 50 roofing companies across the nation, helping them install proven AI systems that turn their advertising into consistent, qualified appointments.

Our focus is to replace wasted manual effort with intelligent automation — so a roofer can spend time running crews and closing jobs instead of chasing leads.

We combine advanced AI technology, real-world marketing experience, and industry-specific playbooks to deliver one thing: predictable growth.

Our majority-U.S. team understands the language, rhythm, and urgency of small-business America — fast responses, honest results, and systems that simply work.

Everything we build comes from one purpose:

"Empower everyday businesses with the same AI leverage that Fortune 500 companies use — without the complexity or cost."

4KEY FACTS

Field: Company Name

Detail: SalesMind AI LLC

Field: Base Country

Detail: United States of America

Field: Team Composition

Detail: Majority U.S.-based (developers, marketers, and account strategists)

Field: Industry Focus

Detail: Roofing • Home-Services • Construction Trades

Field: Specialization

Detail: AI-powered appointment-setting, marketing automation, and growth systems

Field: Track Record

Detail: 50 + roofing clients served nationwide

Field: Core Mission

Detail: Bring the power of AI into everyday business operations

Field: Core Purpose

Detail: Help contractors reach their next level of growth and freedom

Field: Operating Philosophy

Detail: Results first → Automation second → Simplicity always

Field: Tagline Examples

Detail: "AI that books your jobs while you build them."