

## SALES REP ONBOARDING GUIDE

# Welcome to Orbintra.

## Everything you need to start selling the right way.

This guide covers product knowledge, the sales process, commission structure, the tools you'll use, and a day-by-day action plan for your first week. Read it once before your first call. Keep it at your desk.

**■ A note from the team:**

You're selling a product that actually works. Orbintra contractors close more jobs, respond faster, recover cold leads, and reclaim hours every week. Your job is not to "sell" — it's to help contractors understand what they're losing right now, and show them what changes when that gap is closed. The numbers do the selling. You just need to ask the right questions.

**YOUR FIRST-WEEK CHECKLIST**

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Read this full guide</b><br>Cover to cover — takes about 20 minutes          | <input type="checkbox"/> <b>Make your first 10 cold calls</b><br>Use the cold call script in the resources doc |
| <input type="checkbox"/> <b>Memorize the 6 pillars</b><br>Know what each system does and why it matters  | <input type="checkbox"/> <b>Send your first follow-up sequence</b><br>Test the process end-to-end yourself     |
| <input type="checkbox"/> <b>Run through the ROI Calculator</b><br>Practice with your own numbers first   | <input type="checkbox"/> <b>Study the Case Study PDF</b><br>Know Marcus's numbers by heart                     |
| <input type="checkbox"/> <b>Book a product walkthrough</b><br>With your manager — see the live dashboard | <input type="checkbox"/> <b>Review Objection Handling guide</b><br>Print it and keep it at your desk           |
| <input type="checkbox"/> <b>Shadow 2 live calls</b><br>Listen only. Take notes on questions asked        | <input type="checkbox"/> <b>Log your first 10 prospects</b><br>In the CRM — pipeline hygiene from Day 1        |

**COMMISSION AT A GLANCE**

	Core System	Growth System	Concierge System
Setup commission	\$300	\$500	\$600
Monthly recurring (ongoing)	\$50/mo	\$60/mo	\$70/mo
<b>Avg 12-month value per client</b>	<b>\$900</b>	<b>\$1,220</b>	<b>\$1,440</b>

**■ How to think about recurring:**

5 Growth clients = \$300/month in passive recurring income — and it compounds every month. Focus on close rate, not just volume. One extra close per week = \$3,000+ in annual passive income.

**PRODUCT KNOWLEDGE — THE 6 PILLARS**

Know these systems cold. Every prospect's pain maps to one or more of these pillars.

<div style="border: 2px solid #00FFFF; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #00FFFF; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Instant Lead Response</b></p> <p>Auto-replies to every new lead within 60 seconds — 24/7, from all sources. Businesses that respond in 5 min are 21x</p> </div> </div> </div>	<div style="border: 2px solid #0000FF; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #0000FF; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Follow-Up Sequences</b></p> <p>Multi-step SMS + email sequences for every non-responder. Stops the moment they reply. Recovers 30–35% of leads</p> </div> </div> </div>	<div style="border: 2px solid #800080; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #800080; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Appointment Scheduling</b></p> <p>Leads book directly into the contractor's calendar. Confirmations and reminders sent automatically. Available 24/7.</p> </div> </div> </div>
<div style="border: 2px solid #FFD700; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #FFD700; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Estimate &amp; Contract Automation</b></p> <p>Branded estimates sent automatically. Digital contracts with e-signature. Auto-reminders on open estimates. Zero</p> </div> </div> </div>	<div style="border: 2px solid #FF4500; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #FF4500; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Job Tracking &amp; Scheduling</b></p> <p>Centralized job board — every job visible by status. Crew notified automatically. Customer reminders before every</p> </div> </div> </div>	<div style="border: 2px solid #00FF00; border-radius: 10px; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="background-color: #00FF00; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="color: white; font-size: 20px;">■</span> </div> <div> <p><b>Review &amp; Reputation Engine</b></p> <p>Auto review requests after every completed job. Google rating compounds over time without anyone having to</p> </div> </div> </div>

**PACKAGE COMPARISON — KNOW THIS COLD**

	Core \$2,997 + \$497/mo	Growth \$4,997 + \$597/mo	Concierge \$5,997 + \$697/mo
Instant lead response	✓	✓	✓
Follow-up sequences	✓	✓	✓
Appointment scheduling	✓	✓	✓
Estimate & contract workflow	✓	✓	✓
Job tracking dashboard	✓	✓	✓
Google review automation	✓	✓	✓
AI lead qualification	✗	✓	✓
Analytics dashboard	✗	✓	✓
Permit & compliance tracking	✗	✗	✓
Dedicated account manager	✗	✗	✓
Monthly strategy call	✗	✗	✓

**■ Which package to recommend:**  
 Start with Growth for most contractors — it's the most popular and hits the best ROI sweet spot. Upsell to Concierge for businesses doing \$1M+ that mention compliance or need more handholding. Core is a good entry point for smaller contractors who are price-sensitive.

**IDEAL CLIENT PROFILE**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>● 2–15 employees, \$200K–\$2M annual revenue</li> <li>● Active on Google, Yelp, HomeAdvisor, or Angi</li> <li>● Under 50 Google reviews</li> <li>● Owner still personally handling sales</li> </ul> | <ul style="list-style-type: none"> <li>● No dedicated admin or follow-up staff</li> <li>● Responding to leads manually and slowly</li> <li>● Losing leads to competitors who respond faster</li> <li>● Trades: roofing, HVAC, plumbing, electrical, landscaping, remodeling</li> </ul> |
|--|--|

## THE ORBINTRA SALES PROCESS

Follow this framework on every call. The goal is to let their numbers do the selling — not your pitch.

### OPEN

#### 1 Set the agenda

Name, confirm time, say: "My goal today is to understand your business and show you what contractors like you are doing differently"

### DISCOVER

#### 2 Ask the 6 questions

"How many leads come in per week?" / "How fast does someone respond?" / "What's your close rate?" / "Avg job value?" / "How many

### QUANTIFY

#### 3 Run the ROI calc live

Take their numbers and run the ROI Calculator on the call. Say: "Based on what you told me, you're leaving about \$X on the table"

### PRESENT

#### 4 The one-sentence pitch

"Orbintra builds a done-for-you system that responds to every lead in 60 seconds, follows up automatically, schedules appointments, and

### HANDLE

#### 5 Address objections

Use the Objection Handling Quick Reference. Isolate the objection before answering. Most objections are really just requests for more

### CLOSE

#### 6 Ask for the business

"Based on everything we've talked about, does the Core System make sense as a starting point — or does Growth fit your situation"

## THE 6 DISCOVERY QUESTIONS — MEMORIZE THESE

### Q1 "How many new leads come into your business per week — across all sources?"

Establishes pipeline volume. Multiply by 4.3 for monthly. This is your baseline for the ROI calc.

### Q2 "When a lead comes in, how fast does someone from your team respond?"

Surfaces the response gap. Any answer over 5 minutes = revenue leak. Most say 30–90 minutes.

### Q3 "Of the leads that come in, what percentage actually turn into jobs?"

Their close rate. 20–40% is typical. The gap from there to 60%+ is your selling opportunity.

### Q4 "What's your average job value — what does a typical project pay?"

The revenue multiplier. This makes the ROI numbers real and specific to their situation.

### Q5 "How many Google reviews does your business have right now?"

Under 30 = massive opportunity. Businesses with 50+ reviews earn 270% more revenue.

### Q6 "How many hours per week does you or your team spend on admin, follow-up, and scheduling?"

The time value component. 10–25 hrs/week is typical. At \$35/hr, that's \$350–\$875/week.

#### ■ The key insight:

The discovery questions serve two purposes: they gather the data you need for the ROI calc, AND they prime the prospect to feel their own pain. By the time you've asked all six, they've already told you why they need Orbintra. Your job is just to confirm it.

**YOUR TOOLS & RESOURCES**

Everything you need is already built. Here is where to find it.

<p><b>ROI Calculator PDF</b></p> <p>Print this or use it on screen during calls. Fill in live with the prospect's numbers. The math closes deals — use it on every single call.</p>	<p><b>Case Study: Roofing Contractor</b></p> <p>Send this after any "does it actually work?" objection. Marcus added \$47K/month. Know his numbers by heart: 35% → 61% close rate, \$98K → \$145K/month.</p>
<p><b>Objection Handling Quick Reference</b></p> <p>Print this and keep it at your desk during calls. 9 objections with full responses and tactic tags. Never get caught without an answer.</p>	<p><b>Product Overview PDF</b></p> <p>Send to prospects after a call to recap what Orbintra does. Great for prospects who need to "share it with a partner." 8 pages, branded.</p>
<p><b>Cold Call Script</b></p> <p>In the Sales Rep Resources page. Opening hook, discovery questions, and a soft close for booking a follow-up demo. Adapt to your own voice.</p>	<p><b>CRM &amp; Pipeline</b></p> <p>Log every prospect from Day 1. Tag objection type, pipeline stage, and next follow-up date. Pipeline hygiene is non-negotiable — if it's not logged, it didn't happen.</p>

**PERFORMANCE EXPECTATIONS**

<p>WEEK 1</p> <p><b>10</b></p> <p>cold calls minimum</p>	<p>WEEK 2</p> <p><b>1</b></p> <p>booked demo minimum</p>	<p>MONTH 1</p> <p><b>1</b></p> <p>closed deal minimum</p>	<p>MONTH 3</p> <p><b>3–5</b></p> <p>closed deals/month target</p>	<p>ONGOING</p> <p><b>5+</b></p> <p>active pipeline prospects at all times</p>
--	--	---	---	---

**YOUR FIRST WEEK — DAY BY DAY**

<p><b>Day 1</b> LEARN</p> <ul style="list-style-type: none"> <li>● Read full onboarding guide cover to cover</li> <li>● Watch product demo video in rep portal</li> <li>● Memorize the 6 pillars and their pain points</li> <li>● Review pricing and commission structure</li> </ul>	<p><b>Day 2</b> PREPARE</p> <ul style="list-style-type: none"> <li>● Print ROI Calculator and Objection Handling</li> <li>● Set up CRM and log your first 10 prospect</li> <li>● Practice the 6 discovery questions</li> <li>● Schedule kickoff call with your manager</li> </ul>	<p><b>Day 3</b> SHADOW</p> <ul style="list-style-type: none"> <li>● Shadow 2 live sales calls (listen only)</li> <li>● Note every question asked and objection</li> <li>● Review case study — memorize Marcus's</li> <li>● Draft your own cold call opener</li> </ul>	<p><b>Day 4</b> PRACTICE</p> <ul style="list-style-type: none"> <li>● Role-play full call with manager or peer</li> <li>● Run through 3 objection scenarios</li> <li>● Practice ROI calc with mock prospect</li> <li>● Log 5 more prospects in CRM</li> </ul>	<p><b>Day 5</b> EXECUTE</p> <ul style="list-style-type: none"> <li>● Make your first 10 cold calls</li> <li>● Log all outcomes in CRM same day</li> <li>● Debrief with manager — what worked, what</li> <li>● Set your Week 2 pipeline targets</li> </ul>
--	---	---	---	---

**You've got everything you need.** The product is real, the results are documented, and the process works. Trust the framework, ask good questions, and let their numbers make the case. We're here when you need us.

Questions? [hello@orbintra.com](mailto:hello@orbintra.com) · [orbintra.com/sales-rep-resources](https://orbintra.com/sales-rep-resources)