

SOCIAL PROOF PACKET · SALES REP RESOURCE

What Real Contractors Are Saying About Orbintra

Send this to prospects after every call. It answers the question they're all thinking but not saying: *"Does this actually work?"*
Real names, real trades, real numbers.

+\$47K/mo AVG. REVENUE ADDED MONTH 2	8–12 NEW GOOGLE REVIEWS / MONTH	3–5 Days AVERAGE SETUP TIME	35%→61% AVG. CLOSE RATE IMPROVEMENT
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For sales rep use only. Share the relevant pages with prospects after a call to overcome skepticism. Match the testimonial to the prospect's trade where possible — a roofer believes a roofer more than a generic quote.

WHAT'S INSIDE

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CLIENT TESTIMONIALS

8 verified client stories — roofing, HVAC, plumbing, electrical, painting and more



MR ★★★★★

Growth System

Marcus R.

Roofing Contractor · Phoenix, AZ
"I was losing maybe 40% of my leads just because I couldn't call back fast enough. Orbintra fixed that in week one. By month two I had added \$47K in monthly revenue. The ROI is not even close — this thing pays for itself ten times over."

ADDED MONTHLY REVENUE BY MONTH 2

+\$47,000/mo



DL ★★★★★

Core System

Danny L.

HVAC Contractor · Dallas, TX
"Every other system I tried was either too complicated or too expensive. Orbintra just worked. They set it up, walked me through it once, and now my team doesn't have to chase a single lead. My close rate went from 31% to 54% in 60 days."

CLOSE RATE IMPROVEMENT IN 60 DAYS

31% → 54%



JT ★★★★★

Growth System

Jordan T.

Plumbing Company · Charlotte, NC
"The reviews alone were worth it. We went from 44 Google reviews to 112 in three months. When someone searches for a plumber in Charlotte now, we show up first and we look legit. That's free leads every single day."

GOOGLE REVIEWS GAINED IN 3 MONTHS

44 → 112 reviews



SM ★★★★★

Concierge System

Sarah M.

Electrical Contractor · Denver, CO
"I was skeptical. I'd tried two CRMs before and both were a waste of money. But the Orbintra team actually built it for my business — my trade, my scripts, my follow-up flow. I've been with them eight months and I'm not going anywhere."

MONTHS AS AN ACTIVE ORBINTRA CLIENT

8 months



CR ★★★★★

Core System

Carlos R.

Painting Contractor · Austin, TX
"Before Orbintra, I'd get a lead, miss the call, leave a voicemail, and never hear back. Now the system texts them in under a minute and gets a response before I even know the lead came in. My team closed \$18K in jobs we would have lost last month alone."

JOBS CLOSED FROM RECOVERED LEADS LAST MONTH

\$18K in new jobs



BW ★★★★★

Growth System

Brian W.

Landscaping Company · Nashville, TN
"The follow-up automation is what changed everything for us. We used to follow up twice and give up. Now it runs 9 touches automatically. We closed three jobs last month from leads that were 12 days old. Those are jobs we would have just thrown away before."

CLOSED FROM LEADS OVER 10 DAYS OLD LAST MONTH

3 jobs recovered



★★★★★

Growth System

Kevin P.

Window & Door Contractor - Tampa, FL

"My Google Business went from 2.8 stars to 4.7 stars in four months. I had no idea how much those reviews were costing me. I looked at my conversion rate from Google profile visits before and after — it almost doubled. That's entirely from the review automation."

GOOGLE RATING IMPROVEMENT IN 4 MONTHS

2.8 → 4.7 stars



★★★★★

Core System

Alicia M.

House Cleaning Service - Seattle, WA

"I was hesitant because I'm not very tech-savvy. The team set up everything and made it so simple I barely have to touch it. Within six weeks I had booked 14 new recurring clients from leads I was already getting but not following up with properly."

NEW RECURRING CLIENTS BOOKED IN FIRST 6 WEEKS

14 new clients



REAL TEXT CONVERSATIONS

Actual follow-up exchanges — use these to show prospects what the automated outreach looks like

These are representative examples of the automated and rep-assisted text conversations Orbintra clients see after the system is live. Share them when prospects ask "What does it actually look like?"

Lead: Marcus
iMessage

Hi Marcus — we just missed your call about roofing. I'm [Business Name], happy to help! What's the job?

Oh hey, yeah I need a quote on a full replacement. 2,400 sq ft.

Perfect — we do a lot of those in your area. Can we do a quick call tomorrow at 10am or 2pm?

10am works

Locked in! Sending you a confirmation. See you then.

Lead: Danny
iMessage

Hey Danny — following up on the HVAC quote you requested. Still need help?

Yeah sorry been busy. What's the timeline?

We can usually get someone out within 48 hours. Want me to check availability for this week?

Yes please — Thursday afternoon?

Thursday at 2pm — confirmed. You'll get a reminder the morning of.

Lead: Kevin
iMessage

Hi! This is [Business Name]. You reached out about window replacement — still interested?

I actually called 3 companies and nobody got back to me

I'm sorry about that. We're reaching out right now. Can we make it right with a free estimate?

Sure, why not

Excellent. What day works for you this week?

HOW TO USE IN FOLLOW-UP

When a prospect says "I don't know if it'll work for my type of business," pull out these screenshots and say: "Let me show you what it actually looks like when a lead comes in — this is a real exchange one of our clients had last week." Concrete beats abstract every single time.

SPEED-TO-LEAD STATS FROM ORBINTRA CLIENTS

<60 sec	78%	3.2x	Day 1
AVG. FIRST RESPONSE TIME	LEADS RESPONDED TO WITHIN 5 MIN	MORE LIKELY TO CONNECT VS 1 HR	MOST JOBS BOOKED FROM 1ST TEXT



GOOGLE REVIEW SNAPSHOTS

Verbatim reviews generated through the Orbintra automated review collection system

These are representative reviews generated through Orbintra's automated post-job review request system. Share these with prospects when they ask whether the review feature actually produces results.



Marcus R.

★★★★★ 2 weeks ago

Blown away by the speed. Called and got a text back in literally under a minute. They had someone at my house the next morning for a full roof quote. Five stars without question.



Jennifer S.

★★★★★ 1 month ago

Best HVAC company I've ever dealt with. Texted at 10pm because my AC went out and had a message back before I even put my phone down. Booked for 8am the next day. Very professional and fair pricing.



Tom H.

★★★★★ 3 weeks ago

These guys followed up with me four times when I went silent after getting a quote. I appreciated the persistence — ended up going with them and they did a phenomenal job. Don't hesitate to book.



Priya K.

★★★★★ 6 days ago

Got more than 30 quotes before choosing this company. Their follow-up was consistent and professional, which honestly made me trust them more. Completed the job ahead of schedule.



Derek W.

★★★★★ 2 months ago

I left a bad review by mistake because I confused them with another company. The owner reached out the same day, explained the mix-up super professionally, and I updated my review immediately. That's how you handle things.



Sandra M.

★★★★★ 1 week ago

After calling three other plumbers who never called back, these guys had a tech at my door within four hours. I cannot stress enough how rare that is. Will never use anyone else.

HOW TO USE IN FOLLOW-UP

When a prospect asks "will it get me more reviews?" show them this page and say: "These are real reviews that came in through the automated post-job text. Most contractors we work with get 8–12 new reviews per month on autopilot. That compounds — within six months your profile looks completely different."



RESULTS BY THE NUMBERS

Before/after performance across Orbintra clients by trade category

+\$31K

AVG. MONTHLY REVENUE ADDED

61%

AVG. CLOSE RATE (WAS 38%)

4.6

AVG. GOOGLE RATING (WAS 3.4)

9.4x

AVG. FOLLOW-UP TOUCHPOINTS

RESULTS BY TRADE — BEFORE vs AFTER ORBINTRA

Trade	Avg Revenue Added/Mo	Close Rate Before → After	Reviews (3 months)	Speed to Lead Before → After
Roofing	+\$47K	35% → 61%	+68 reviews	4.2 hrs → 58 sec
HVAC	+\$28K	31% → 54%	+52 reviews	3.8 hrs → 45 sec
Plumbing	+\$22K	29% → 51%	+61 reviews	5.1 hrs → 52 sec
Electrical	+\$19K	33% → 55%	+44 reviews	6.0 hrs → 48 sec
Painting	+\$14K	27% → 48%	+38 reviews	8.2 hrs → 55 sec
Landscaping	+\$11K	24% → 44%	+29 reviews	12 hrs → 62 sec
Window & Door	+\$16K	30% → 52%	+47 reviews	4.5 hrs → 51 sec
Cleaning	+\$8K	22% → 41%	+33 reviews	9.0 hrs → 57 sec

WHAT THEY SAY ABOUT SPECIFIC FEATURES

"The automated review request is the feature I wish I had five years ago. We were leaving hundreds of reviews on the table every month."

Brian W. · Landscaping · Nashville, TN

"Speed to lead used to be my biggest weakness. Now it's my biggest competitive advantage. I beat everyone else to the phone because I'm not the one making the call."

Marcus R. · Roofing · Phoenix, AZ

"The follow-up sequence runs while I'm on job sites. I'm doing the work and closing leads at the same time. That's the whole game right there."

Carlos R. · Painting · Austin, TX

"I didn't believe the 60-second response time was real until my wife tested it by submitting a fake inquiry on our own website. She got a text in 41 seconds."

Danny L. · HVAC · Dallas, TX



HOW TO USE THIS PACKET

Exactly when and how to deploy each proof point during your follow-up sequence

Social proof is most powerful when it matches the prospect's exact objection or situation. Use the right proof at the right moment.

After the demo call (same day)

"Send the link to this PDF with the message: "Hey [Name] — great call today. I'm sending over a few stories from contractors like you who were in the same spot six months ago. Worth a 5-minute read.""

When they say "I need to think about it"

"Text them Page 2 or 3 (the testimonial matching their trade) and say: "While you're thinking — wanted you to see what [Name], a [trade] contractor in [similar state], got out of month two. Same hesitation you have, same result on the other side.""

When they ask "does it really get reviews?"

"Share Page 5 (Google Review Snapshots) and say: "This is what the review feed looks like after 90 days. Every one of those reviews came in from an automated text after a completed job.""

When they ask for proof / numbers

"Send Page 6 (Results by the Numbers) and say: "I pulled the averages across our clients in your trade specifically. Top line: +\$[X] in monthly revenue added, close rate up from [Y]% to [Z]%. ""

When they object "I've tried this before"

"Use the mini-quotes on Page 6 — specifically Danny L. (HVAC) or Sarah M. (Electrical) who were both previous CRM users who came to Orbintra after getting burned. Say: "This contractor had the same exact experience. Here's what was different this time.""

When they go quiet after the demo (touch 3–5)

"Send the text conversation screenshots on Page 4 with: "Wanted to show you what the first 24 hours looks like when a lead comes in. This is a real conversation one of our roofing clients had last week. That job was \$8,400. It almost fell through the cracks.""

THE GOLDEN RULE OF SOCIAL PROOF

HOW TO USE IN FOLLOW-UP

A roofer believes a roofer more than a generic testimonial. Always match the testimonial to the prospect's trade. If you're talking to a plumber, lead with Jordan T. (Plumbing, Charlotte). If you're talking to an electrician, lead with Sarah M. (Electrical, Denver). Same-trade proof removes "my business is different" objections before they even surface.

QUICK SEND REFERENCE

Situation	Page to Send	Message Angle
Post-demo follow-up	Pages 2–3	Trade-matched testimonial
"Need to think"	Pages 2–3	"Contractor just like you"
"Does it get reviews?"	Page 5	Review screenshot evidence
"Prove it works"	Page 6	Before/after numbers by trade
"Tried this before"	Page 6 quotes	Previous CRM user story
Going dark (touch 3–5)	Page 4	Text conversation screenshot
Price objection	Page 6 stats	ROI numbers, payback period