

# Better Earth Achieves a 73% Close Rate with the Help of Snoball's Referrals Module



## COMPANY SUMMARY

 Number of employees:  
50-200

 Industry focus:  
Solar energy

 Founded:  
2019

## RESULTS

15%

Request to Referral Rate

73%

Close Rate After Appt.

1 in 4

Of All Referrals Signed



## THE CHALLENGE

*Making referrals an integrated part of the company's sales operations*

Better Earth has always valued referrals. In fact, top sales representatives have always made it part of their plan to reach out to customers and ask for referrals. However, like many other sales-oriented organizations, Better Earth struggled to find a referral program that kept a steady inflow of new leads without a high level of buy-in from sales reps.



**Jeremy Nicholson**  
VP of Sales @ Better Earth

*"What I've found is that what top performers do unbelievably well is...ask for referrals. **That's very hard to replicate**, especially at scale and when you're a company of our size...[Snoball] made it easy to automatically request referrals for all our sales people."*

Better Earth worried that they might miss out on untapped potential by not soliciting referrals from all satisfied customers. While the company tried to implement simple referral programs that relied on follow-ups via text or email, they had a hard time finding something that really impacted their total sales.

Even high-performing employees struggled to find the time to seek out referrals amidst the demands of making sales, following up with customers, and managing deals. Better Earth knew it needed a solution that would elevate the entire sales department.

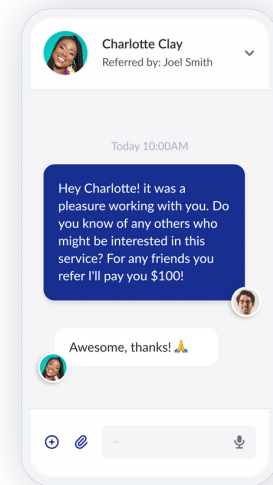
## THE SOLUTION

### *An automated referral program with the ability to scale*

A renewed hope was born when Better Earth was introduced to Snoball's new Referrals Module. Better Earth was one of the first companies selected to test the Referrals Module.

Because the company had already witnessed many wins while using Snoball's review generation and reputation marketing tools, Better Earth was more than excited to try out the Referrals Module.

The Referrals Module would help Better Earth in several ways:

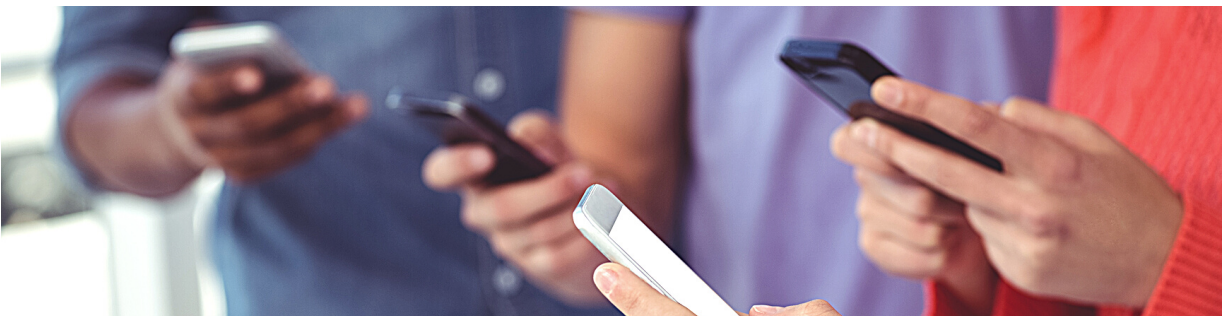


- Make it easy for all reps to get referrals without the manual follow-up
- Track referrals and payouts all in one place
- Automate the referral process by linking with a CRM system
- Drive sales growth when paired with reviews and reputation marketing

*"We're huge advocates of [Snoball] in general. [Snoball] has helped us with other areas of our business, like reputation management and lead generation as well. We were super excited to be chosen to take part of this because we see it as only like **a win-win scenario.**"*

*- Jeremy, VP of Sales, Better Earth*

Referral programs are a well-established marketing strategy. Snoball has refined and optimized this strategy, streamlining the process and implementing innovative tactics to enhance its efficacy.



# THE RESULTS

**Lowered customer acquisition costs, magnified sales rep performance, optimized referral algorithm, and improved customer journey**

Better Earth was blown away by the remarkable outcomes achieved in a mere two months of implementing the new Referrals Module. With seamless synchronization of their CRM, the solar company could effortlessly cherry-pick the customer lists for uploading, after which Snoball took the reins.

As a result of the Referrals Module, Better Earth began reaping the rewards of multiple closed deals. Moreover, the company stumbled upon unforeseen benefits such as an enhanced customer experience and a wealth of referral data to refine its outreach strategy.

## Key Metrics:

# 15%

### Request to Referral Rate

Percentage of referral requests that resulted in a referral.

# 73%

### Close Rate After Appt.

Percentage of referrals that signed a contract after appt.

# 1 in 4

### Of All Referrals Signed

Statistic of total referrals that became a sale.

## KEY OUTCOMES FOR BETTER EARTH



**Lowered customer acquisition costs**



**Magnified sales rep success**



**Optimized referral algorithm**



**Elevated customer experience**



## Lowered customer acquisition costs

Using the Referrals Module, Better Earth created a new stream of educated sales prospects. In fact, 73 percent of the referrals that scheduled an appointment ended up signing a solar sales agreement.

The CAC using the new Referrals Module turned out to be a lot lower than what Better Earth was spending to acquire new customers on other marketing platforms. Better Earth had control over the CAC by managing how much each payout was and when the payout occurred for each new referral or sale.

## Magnified sales rep success

Implementing a scalable referral program has made it easier for all sales representatives to improve their numbers. Using the referrals dashboard, leaders can easily see the top performers and encourage sales reps to provide a better experience.

## An optimized referral algorithm

Snoball's team tweaked and optimized the messaging and handled all follow-up for Better Earth. Better Earth was able to sit back while Snoball's team worked to optimize the timing and messaging of referral requests.

## Elevated customer experience

One unexpected benefit of the Referrals Module was opening up communication channels with customers who had already received service. Typically after the sale, communication between the company and the customer dwindles.

However, messages to the customers asking for referrals sparked important conversations that allowed team members to jump in and resolve concerns. Now many of these customers will come away with an improved experience and share that experience online in a review and eventually to their family and friends as a referral.

*“And so we got to take the bad taste out of that particular customer's mouth relatively quickly **and fix things** before it became, you know, a bigger problem.”*

- Jeremy, VP of Sales, Better Earth



## WHO IS BETTER EARTH?

### *A solar and renewable energy company*

Better Earth is a solar company with a mission to provide an incredible and unforgettable customer experience, take care of its team, and build a strong culture. In 2020, Better Earth acquired Regal Electric, a solar installation company based in California, which allowed them to control the entire solar process from start to finish.

The company has experienced rapid growth and now operates in California, Arizona, and Florida, with a goal to expand into other solar-friendly states and eventually worldwide. Better Earth plans to expand into sustainable product offerings for residential and commercial customers.

## Why choose Snoball?

Snoball is a word of mouth marketing platform that leverages the power of customer satisfaction. With the help of this platform, you can utilize the experiences and opinions of your satisfied customers to build momentum in your marketing and sales efforts.

Snoball offers easy-to-use tools for receiving referrals from happy customers, gathering customer reviews, and displaying reviews on your website with customizable widgets.

Find out how Snoball can benefit your business at [snoball.com](https://snoball.com).

