

Maximize Your Revenue: How a Fractional Revenue Operations Advisor Can Boost Sales for Roofing, Gutter & Window Replacement Contractors





**Maximizing
Potential**



Tidewater Solutions Group, LLC

TOP-LINE revenue is the lifeblood of any business, serving as the foundation of every P&L statement. Yet, it's surprising how many small to mid-sized business owners overlook the critical importance of a cohesive revenue generation system, team, and activities. At Tidewater Solutions Group, LLC we're dedicated to filling this gap by empowering businesses to optimize their sales strategy, processes, and execution. From assisting with hiring a dynamic sales force to transforming company sales cultures, implementing streamlined processes, and instilling best practices, our mission is clear: to align every aspect of the sales organization with the vision and needs of the business. With a focus on both strategic direction and tactical execution, we ensure that transformation within the sales organization is not only comprehensive but also sustainable, driving unparalleled growth and success.

Shawn Dunahue

Founder of Tidewater Solutions Group, LLC

-Relevant Experience-

30

Years in the Construction Industry

16

Years Serving Building Envelop & Energy
Efficiency Contractors

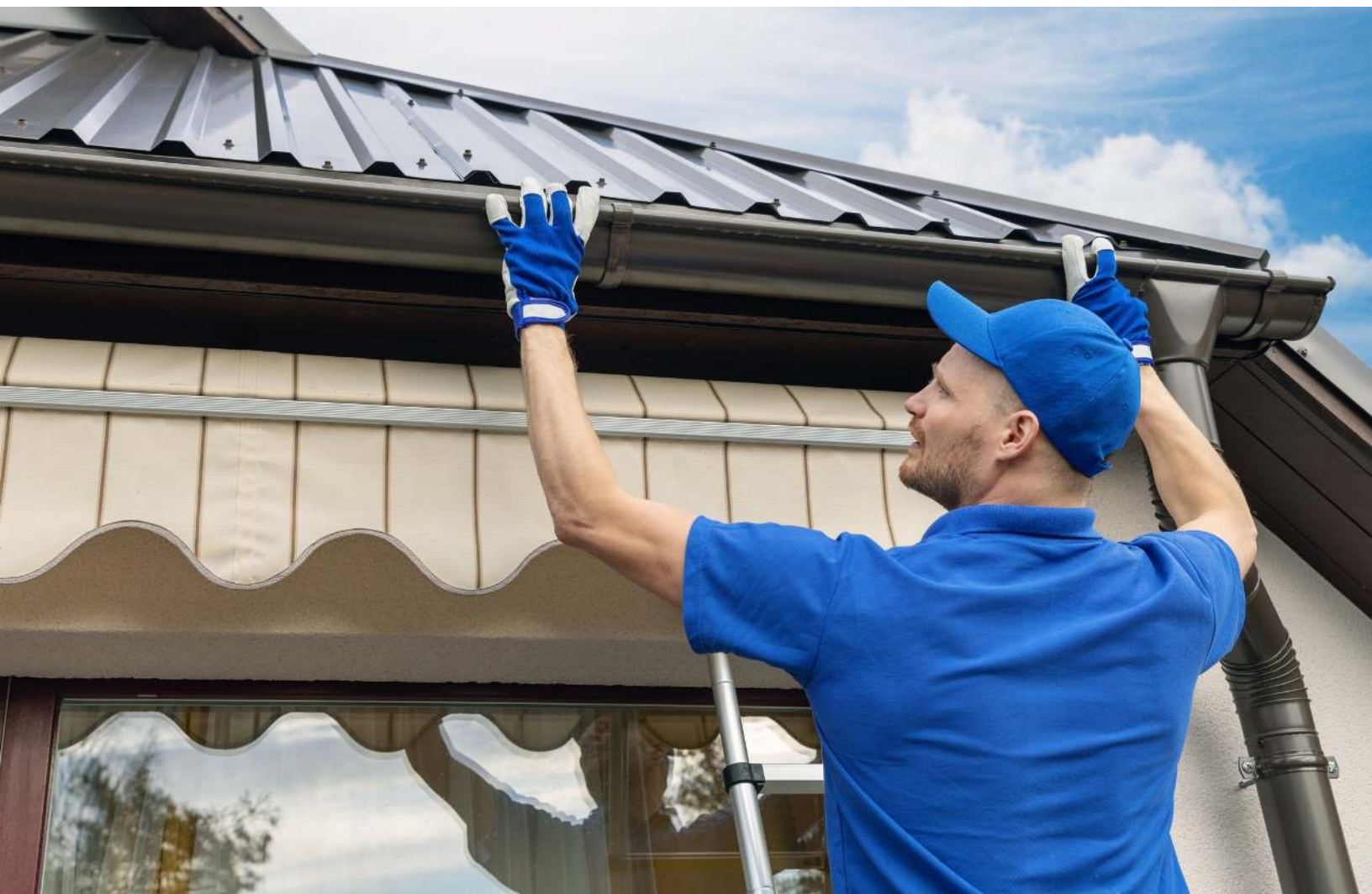
Leadership Roles

President,
Vice President,
General Manager,
U.S. Sales Manager,
Divisional CMO,
North American Business Manager

Revenue Responsibilities

\$5 million
up to \$625 million

At Tidewater Solutions Group, we specialize in transforming residential roofing, gutter, and window replacement businesses. Leveraging Sales Xceleration's Certified Sales Operating Management System™, we provide a customized approach to building a robust sales infrastructure. Our solutions streamline sales activities, enhance process efficiencies, and establish clear accountability, ensuring your business achieves its revenue targets and delivers exceptional service to your customers.





Launch Your Free

No Obligation Consultation & Sales Assessment

- Benchmark your Business
- Baseline an Improvement Strategy
- Prioritize Improvement Areas
- Evaluate Tidewater Solutions Group

Contact us today to schedule your
free consultation Tel: 941-320-2131
or sdunahue@tidewatersg.com



OUR APPROACH

From Concept to Achievement: Tidewater Solutions Group Collaborates with Business Owners and Leaders to Elevate Residential Roofing, Gutter & Window Replacement Companies to New Heights

Sales Transformation

Customized Infrastructure

We design and implement customized sales processes, systems, and tools to streamline your operations, improve lead follow-up, and enhance overall efficiency.

Enhanced Accountability

We set clear performance metrics and accountability frameworks, ensuring your sales team is aligned with business goals and focused on achieving measurable results.

Growth Strategies

We deploy effective strategies to boost customer acquisition and retention, mitigate the impact of seasonal demand fluctuations, and maintain steady cash flow.

Competitive Positioning

We help you navigate competitive pricing pressures by emphasizing high-quality service and optimizing your pricing strategies to attract and retain customers without compromising on service quality.

Profitability and Margin Realization Audit

Analyzing operational efficiencies, cost structures, and pricing strategies, we provide actionable insights to elevate your profit margins and secure long-term growth.

Asset Allocation

Focusing on balancing services and staffing to ensure profitability and customer satisfaction, even if it requires scaling back or limiting services based on resource allocation.





Short-Term

Increase lead conversion rates, reduce sales cycle length, & improve customer satisfaction scores

Long-Term

Expand market share, achieve consistent revenue growth, increase upselling/cross-selling revenue stream, & long-term customer relationships via phased strategies

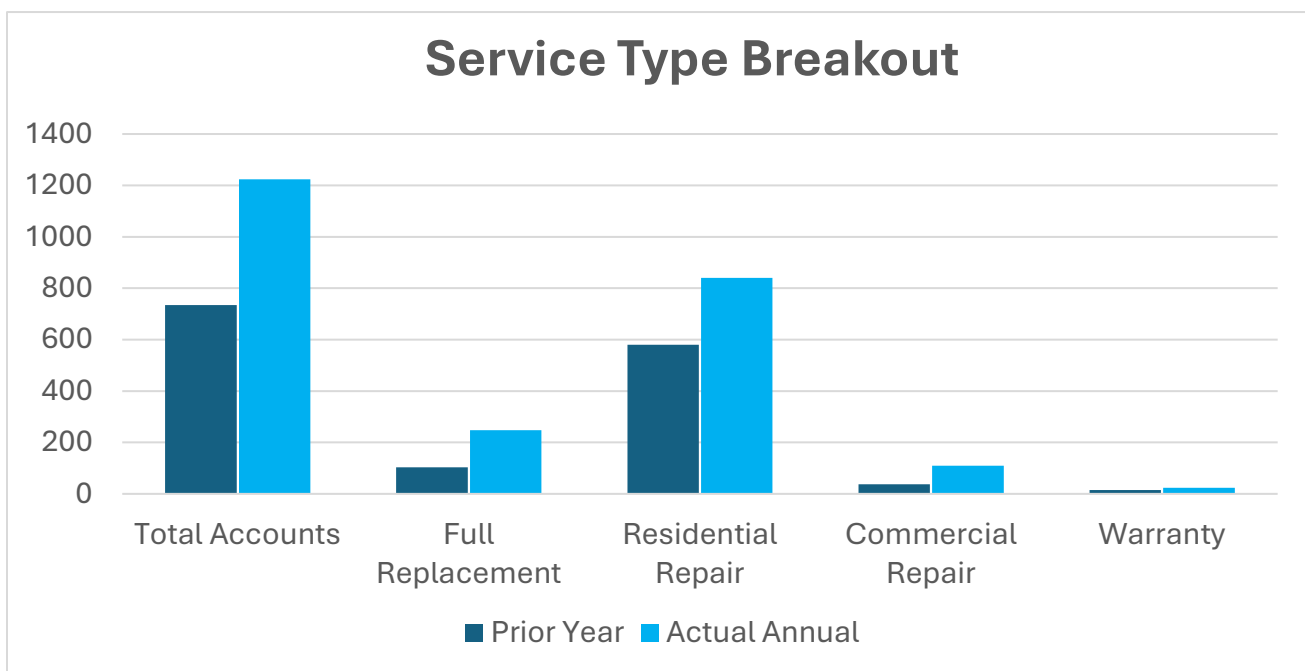
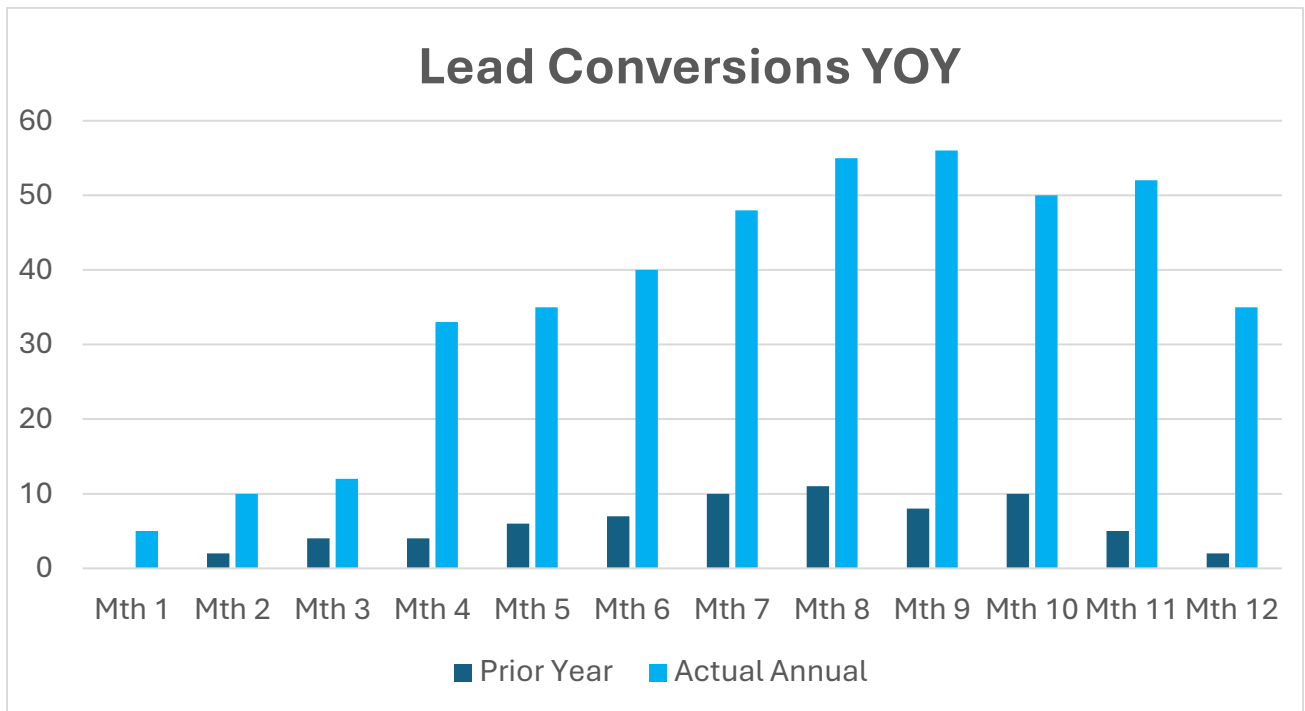


Key Business Deliverables

(Example)

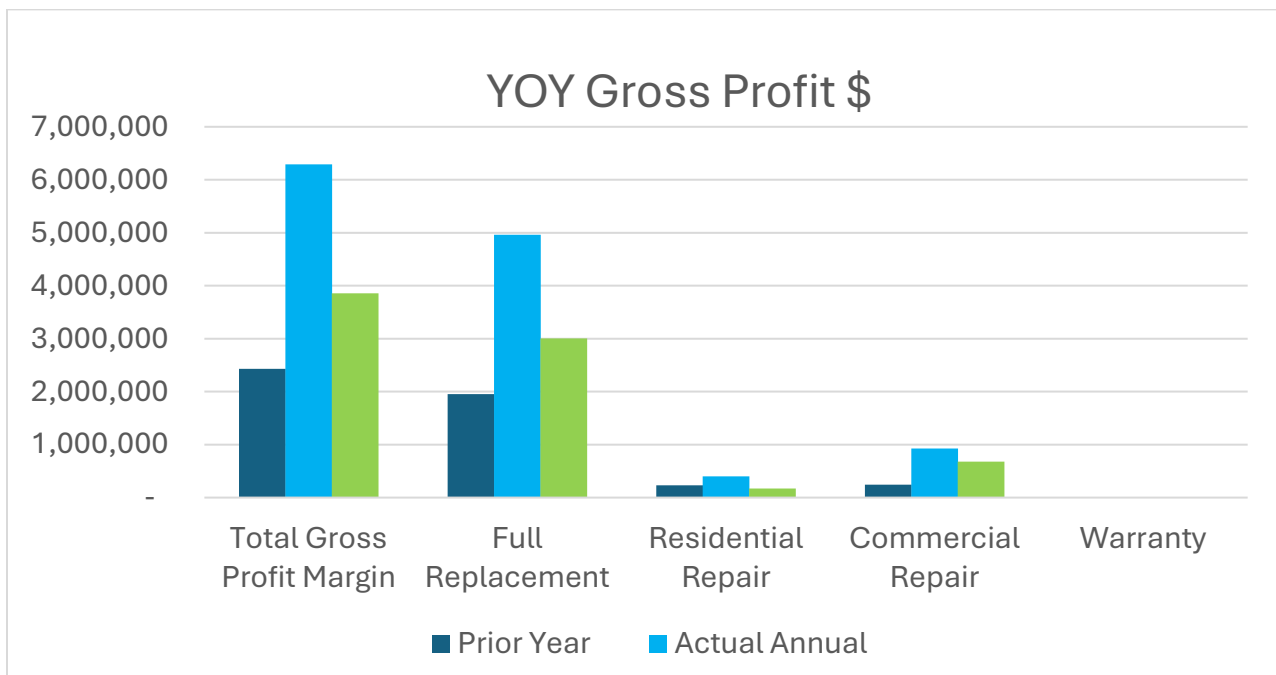
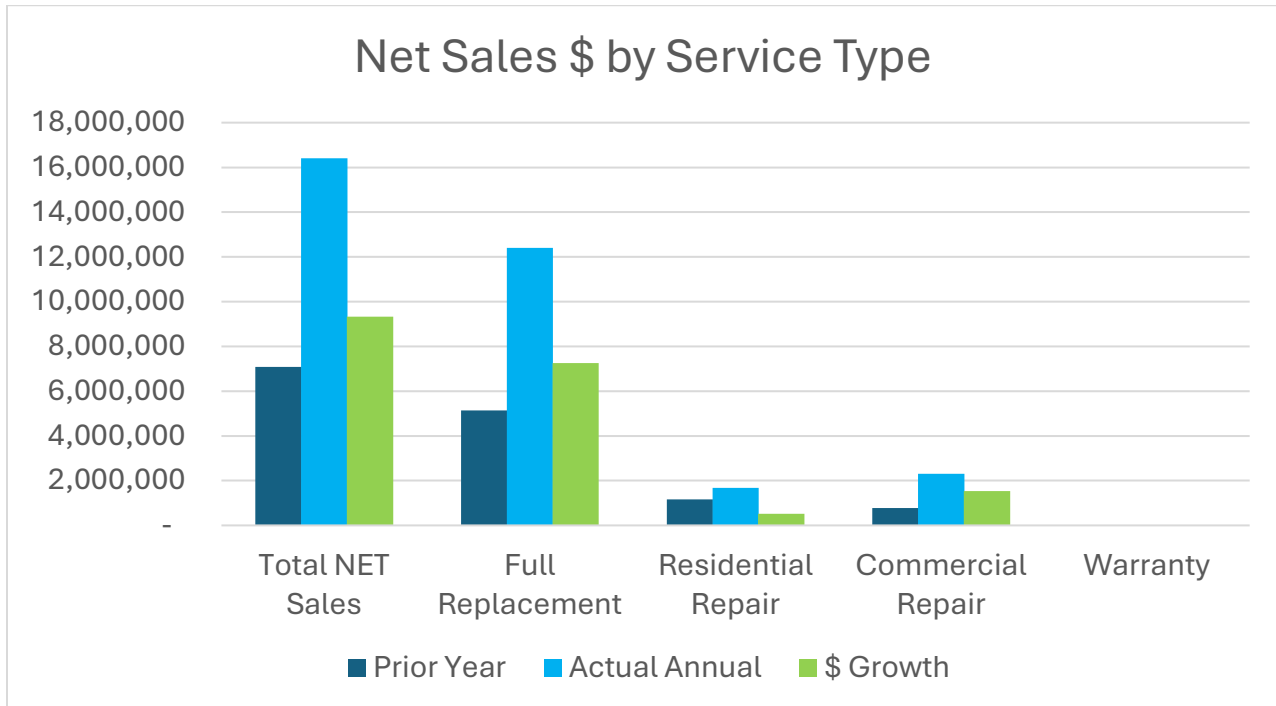
YOY Lead Conversion Rates & Service Breakout

Results differ by company and situation the following information is an example of one company's performance



YOY Net Sales & Gross Profit \$

Results differ by company and situation the following information is an example of one company's performance



Abbreviated Statement Example

Results differ by company and situation the following information is an example of one company's performance

	Prior Year	Actual Annual	\$ Growth
Total NET Sales	7,081,890	16,410,700	9,328,810
Full Replacement	\$ 5,137,997	\$ 12,400,000	\$ 7,262,003
Residential Repair	\$ 1,159,983	\$ 1,680,000	\$ 520,017
Commercial Repair	\$ 770,699	\$ 2,310,000	\$ 1,539,301
Warranty	\$ 13,212	\$ 20,700	\$ 7,488

	Prior Year	Actual Annual	\$ Growth
Total COGS	4,649,510	10,121,430	5,471,920
Full Replacement	\$ 3,185,558	\$ 7,440,000	\$ 4,254,442
Residential Repair	\$ 927,986	\$ 1,276,800	\$ 348,814
Commercial Repair	\$ 524,075	\$ 1,386,000	\$ 861,925
Warranty	\$ 11,890	\$ 18,630	\$ 6,740

	Prior Year	Actual Annual	\$ Growth
Total Gross Profit Margin \$	2,432,380	6,289,270	3,856,890
Full Replacement	\$ 1,952,439	\$ 4,960,000	\$ 3,007,561
Residential Repair	\$ 231,997	\$ 403,200	\$ 171,203
Commercial Repair	\$ 246,624	\$ 924,000	\$ 677,376
Warranty	\$ 1,321	\$ 2,070	\$ 749



Let's Grow This Together

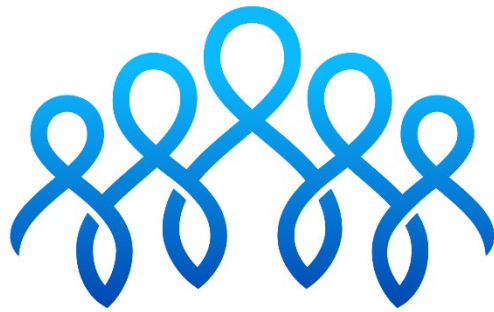
Unsure if this fits your business needs?

Take our short 10-question sales readiness questionnaire to see how you measure up.

[Click Here](#) or **Scan Below**

www.tidewatersg.com





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