

# SalesRabbit Field Guide

SalesRabbit is the map app you live in on the doors. Every address in your area is already a *pin* — your job is to knock it, then tag what happened so you (and the team) always know the story of every door. This guide covers the map, the lead card, **every disposition** and when to use it, plus how good reps run their territory and take notes.

## ● THE THREE SCREENS (TOP TABS)

### MAP

The satellite view of your area with a colored pin on every home. This is your home base — you read the area at a glance and tap pins to work them.

### STREET

A street-level list view of the addresses around you — useful for working a block in order without zooming the map.

### LEADS

Your filtered list of leads (your sales, go-backs, appointments). This is where you pull up follow-ups instead of hunting the map.

## ● READING THE MAP AT A GLANCE

Pin **color and icon** = **the home's current status**. A wall of green means fresh, unworked doors. Checkmarks mean the street is already worked. The whole point is that you never re-knock a door blindly or skip one you meant to come back to.

- **Green pin** — a fresh **Prospect** (not yet worked). Your bread and butter.
- **Blue ? pins** — **Not-home** attempts (the more times you miss them, the darker the blue).
- **Checkmarks** — already a **customer / sold** on this street.
- **Red / pink / colored icons** — objections, go-backs, and special cases (full legend on pages 3–4).

### DOOR-TO-DATA RULE

Tag the door **before you walk to the next one**. SalesRabbit timestamps and geo-locates every disposition the second you set it. If you wait until the truck, you lose the small details — and the count is wrong.

## ● BOTTOM BAR (WHERE THINGS LIVE)

**Home** dashboard & your numbers   **Messages** team chat   **SalesHub** the map / your work area   **Tools** extras & resources. You'll spend ~95% of your day in **SalesHub**.

# Every door is a lead card

Tap any pin and a card slides up from the bottom. This is the whole story of that address — read it before you knock, and update it after.

## ● ANATOMY OF THE CARD

### LEAD ID & STAGE

**TL074 • Prospect (Pros)** — the lead number and its current stage. "Prospect" means it hasn't been worked to a result yet.

### ADDRESS

The service address (e.g. **4428 Rivers Landing Dr**). Tap **Directions** to route there.

### PENCIL ✎ (EDIT)

Opens the lead's details — name, contact info, and notes.  
**This is the neighbor-name trick** (page 5).

### NOTES FIELD

Free-text box for context. Use the 🗣 **voice button** to dump context fast instead of typing (page 5).

## ● SETTING A DISPOSITION

The horizontal row of colored circles is your disposition picker. **Swipe it left and right** — there are far more than fit on screen. Tap the one that matches what happened and the pin instantly changes color on the map for the whole team.

### THE ORDER IT'S LAID OUT IN

The picker is roughly ordered **most-used first**: not-homes → go-backs → sold → then the red objection tags → then special cases → then rarely-used / team-specific tags at the far end. You'll live in the first ~10. The rest are on pages 3–4 so you know they exist.

## ● "OWNED BY" LINE

At the bottom of the card you'll see **Owned by Dylan Riddle – Konnected**. That's the lead set / account the area belongs to — it's not the homeowner. Don't confuse it with the contact name (which lives behind the ✎ pencil).

### GOLDEN HABIT

Read the card **before** you knock (is this a go-back? a known objection? a neighbor on fiber?), and update it **right after**. A card with no disposition and no note is a wasted knock — there's no proof you were there and no plan to come back.

# Dispositions — the everyday tags

These are the ones you'll use on almost every door. Learn these cold.

## ● NOT HOME & GO-BACKS



### Not Home — 1st attempt

Nobody answered. Tag it so you know to circle back. Color gets darker each miss.



### Not Home — 2nd attempt

Missed them a second time. Try a different time of day next pass.



### Not Home — 3rd attempt

Three misses. Keep working it on the yo-yo, but it's lower priority than fresh doors.



### Go Back

You need to come back for a reason — an appointment, "come back when you see my husband's truck," etc. **Always drop a note (voice it)** so future-you knows exactly why and when. The more detail, the better the go-back.

## ● SOLD & CUSTOMERS



### Sold

You closed it. Use this the moment you write the order. It flips to a blue checkmark (customer) once the order **processes** — usually the next day.



### Customer (blue check)

An existing/processed customer. **Pro move:** tap a blue check → 🖋️ pencil → you can see the customer's name & contact. Use neighbor names as social proof in your pitch (page 5).



### House For Sale

The home is on the market (moving-truck icon). Note it — the buyer/new resident is a future opportunity.

### THE "YO-YO" ON NOT-HOMES

Knock fresh doors until ~5pm, skip the dead-looking ones, then as people get home in the evening, **circle back (yo-yo) to your NH pins**. That's where a chunk of your contacts come from — they were just at work the first time.

# Dispositions — objections & special cases

The **red** tags are doors you couldn't close. **Rule: every red tag gets a note explaining WHY** — that's what makes a future rep (or you) able to win it later.

## ● RED — OBJECTIONS / DIDN'T CLOSE



NEGF

### Negative Feedback (your main objection tag)

The catch-all for "talked to them, couldn't close." Use this most of the time, then **write in notes why** — too expensive, happy with current, spouse decides, etc.



FIBR

### Fiber competitor

Specific case: they're already on **another fiber provider** and you couldn't switch them. Note who they're with and why they wouldn't move.



PRIC

### Price

Specific case: they're genuinely paying **less than our cheapest fiber plan**. Note their current price so we know the real number to beat.



CELL

### No home internet ("sell-as") — used rarely

They don't have internet and don't want it (often just use cellular/phone data). Uncommon — most homes want internet.

## ● SPECIAL CASES (KNOW THEY EXIST)



Pros

### Prospect

The default, un-worked state of every door (green pin).



PreS

### Pre-Sale

A home flagged as pre-scheduled / pre-sold from a prior pass — warm.



MDU

### Multi-Dwelling Unit

Apartments / condos / multiple units at one address.



NoSe

### No Soliciting / can't access

Use when you **can't even knock** — gated, fenced, a wall of "No Trespassing" signs. **Note:** if someone has a "No Soliciting" sign but you DO talk to them and they say no, that's an objection → use **NEGF** instead.



VLot

### Vacant Lot

No home on the parcel. Rare — just clears it off your list.



PTS

### Gold Star — your strongest go-back

The "most solid go-back ever" / pre-sale to schedule. The standout lead you absolutely will not let slip — at the far end of the picker.

## THE REST OF THE PICKER

A handful of tags near the end ( **NS** **OERR** **STLD** **SLNH** **HSI** **HSNH** **ACRT** **ACNH** ) are team/admin-specific and you can **ignore them** in the field unless your lead tells you otherwise.

# Two moves that **separate pros**

These two habits cost nothing and win deals nobody else gets.

## ● 1 • VOICE YOUR NOTES, DON'T TYPE THEM

On the doors you don't have time to thumb-type a paragraph. Tap the  **microphone / speaker icon** in the notes field and just **talk a dump of context** — who you talked to, what they said, when to come back, what'll close them.

*"Talked to the wife, husband makes the call, he's home after 6 weekdays. They hate Spectrum — bill jumped to \$190. Come back Tuesday evening, lead with the price."*

Thirty seconds of voice = a go-back you can actually close weeks later. A blank note = starting from zero.

## ● 2 • THE NEIGHBOR BANDWAGON

Want instant credibility? Pull names of neighbors who already have fiber:

- Tap a **blue checkmark** pin (a customer) on the street.
- Hit the  **pencil** on the right of their card.
- You'll see their **name** (and often contact info).

Now use it — naturally, only when the scenario calls for it:

*"I noticed Mark and Sandy, your neighbors, already got set up — you talk to them much? We did the same thing for them..."*

This is the **neighbor bandwagon**: make it about the neighbors who already jumped on, never "you." People trust what the people around them already chose.

### KEEP IT HONEST

Only use names that are genuinely on the map as customers, and keep it casual social proof — never imply you're there *because* of them or share anything beyond "they're set up." Credibility is the asset; don't burn it.

# Working your **territory**

Your area isn't random houses — it's an asset you farm. Reps who manage their turf out-earn reps who just wander.

## ● **WORK THE AREA LIKE A GRID, NOT A WANDER**

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- **Clear streets cleanly.** Pick a street and work both sides in order — don't leave green gaps you'll forget. The map should fill in as a solid block, not scattered dots.
- **Never skip a door without a tag.** If you skip it (dog, gate, dead-looking), still drop the right disposition so the map tells the truth.
- **Finish what you start** before jumping streets. Half-worked streets are where leads leak.

## ● **THE YO-YO (TIMING BEATS HUSTLE)**

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Most "not interested" is really "not home." Work it around people's schedules:

- **Daytime:** knock fresh doors, skip the obviously-empty ones, rack up first attempts.
- **~5pm on:** people come home — **yo-yo back** to your NH1/NH2 pins. This is prime contact time.
- **Rotate times** across days so the same NH pins get hit morning, midday, and evening — not the same dead hour three times.

## ● **MIND YOUR DOOR COUNT**

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Keep a rough sense of **doors knocked per hour**. If your contact rate craters in an area or time slot, that's data — switch streets or come back later. Don't grind a dead block out of stubbornness.

## ● **BUILD YOUR GO-BACK BOOK**

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Your **GB1 / Gold-Star / appointment** pins are your real pipeline. Use the **Leads** tab to pull them up and plan your evenings around them. A good rep's calendar is built from yesterday's go-backs, not just fresh doors.

### **ONE AREA, FULLY MINED > THREE AREAS, HALF-KNOCKED**

A neighborhood worked thoroughly — every door tagged, every NH yo-yo'd, every go-back kept — produces more sales than three areas you skimmed once. Depth beats sprawl.

# Note-taking that **actually closes**

Better notes > longer notes. Don't write essays — capture the few facts that let you (or the next rep) win the door later.

## ● CAPTURE IT ON THE SIDEWALK

The best note is written **10 seconds after the door**, not from memory at the truck. Voice it in while it's fresh — that's when the small, deal-winning details survive.

## ● WHAT EVERY USEFUL NOTE CONTAINS

- **Who you talked to** — name + who actually makes the decision ("wife; husband decides").
- **The real objection** — not "no," but *why* ("under contract til Aug," "bill is \$190, hates it").
- **The hook to win them** — what they care about (price? speed? a specific channel? kids gaming?).
- **When to come back** — a real time window ("after 6 weekdays," "weekend mornings").
- **How to reach them** — and which channel they actually respond to (text vs call).

## ● ALWAYS SET A NEXT STEP

Don't leave a door without an anchor. "You asked me to come back Thursday" closes; "I'll swing by sometime" doesn't. Match the disposition to the next step: a true go-back is **GB1 / Gold Star** with a dated note — not a vague NEGF.

## ● QUICK-REFERENCE RECAP

### EVERYDAY

**NH1/2/3** not home · **GB1** go back · **SOLD** closed ·  
**CX** customer · **HFS** for sale

### RED = COULDN'T CLOSE (NOTE WHY)

**NEGF** main objection · **FIBR** on fiber · **PRIC**  
 cheaper now · **CELL** no internet

### SPECIAL

**Pros** fresh · **PreS** pre-sale · **MDU** apts · **NoSe**  
 can't access · **VLot** empty · **PTS** gold-star go-back

### THREE GOLDEN RULES

- 1 · Tag the door before the next one.
- 2 · Every red tag gets a "why" note.
- 3 · Voice it — fresh, fast, detailed.

### THE WHOLE JOB IN ONE LINE

**Knock it, tag it, note it, plan the go-back.** Do that on every door and the map does your follow-up for you.