

Damschroder Roofing: Scaling Sales with Centralized Visibility



Location

Fremont, Ohio

Employees

~70

Revenue

~\$30M

Year Founded

1976

Meet Damschroder Roofing

Founded in 1976, Damschroder Roofing is a family-owned commercial roofing contractor with ~70 employees and a stellar reputation in the community. As they approached their 50th anniversary, the leadership team invested in operational tools to drive efficiency, accountability, and scale - starting with sales.

The Challenge

Before Terial, Damschroder relied on a patchwork of disconnected systems that led to inefficiencies across departments, especially in sales and operations.

"Prior to Terial, two departments could be doing the same thing for the same customer. And no one knew."

No Source of Truth: Sales tracked projects in an incumbent system, scheduling lived in custom Gantt charts, and materials were manually tracked - making oversight time consuming.

Cross-Department Misalignment: Without shared visibility, sales and service teams frequently overlapped.

Manual, Error-Prone Workflows: CRM notes were logged by hand - if at all - slowing teams down and leading to lost information.

The Solution

After learning about Terial through a peer group, Ian Rammel, Sales Manager at Damschroder, immediately recognized the platform's potential to transform their workflows. Fast forward a few weeks and Terial was on-site leading training and implementation.

"Terial came out and worked with every individual, even our techs. Then we had weekly calls. The customer service has been top-notch."

Damschroder now uses the full Terial suite across sales, service, and production:

- ✓ **CRM** to manage every stage of the sales funnel
- ✓ **Service Tickets & Calendar** to streamline scheduling and dispatch
- ✓ **Daily Reports** for job site visibility and real-time updates
- ✓ **Change Orders & Gantt Charts** to manage project timelines and scope



The Impact

Since adopting Terial, Damschroder has significantly improved operational efficiency and sales performance. Key workflows like quoting, follow-up, and production reporting are now digitized and visible across departments.

Accelerated Sales Velocity: *"We used to close 80–85 jobs a year. We're already at 50 and we're not even halfway through the year."*

Stronger Team Coordination: *"Daily Reports give us instant updates. If there's an issue on a job, I know before the customer does."*

More Strategic Lead Generation: *"Our lead gen team can look at service history and say, 'We've been out here 8 times this year should we talk about a new roof?' That's powerful."*

Foundation for Growth: *"We're at \$9.5 million in contracted work and expect to hit \$17M soon. Terial's helping us get ahead of our revenue targets."*

Managers now have real-time visibility into rep activity and deal progress, making it easier to identify bottlenecks and drive accountability. Lead generators tap into historical service data to prioritize prospects, while daily reports surface job site issues early – often before the customer is even aware.

"I always have two tabs open. Terial and my email. That's how I run my day."

Looking Forward

Already ahead of expectations with contracted jobs this year, Damschroder is on pace for its strongest year yet. As the company enters its 50th year, Terial has become a critical part of how they operate and grow.

"Terial has helped us move the needle toward our goals. The entire team relies on it."