

Case Study:

# How Personalized Insights from TopLine<sup>®</sup> Opened Up New Opportunities

## The Challenge: The Reclusive Roofer

A television partner in the Midwest faced a tough and all-too-common sales challenge: an unresponsive prospect. This prospect, dubbed “the reclusive roofer,” owned a roofing company and consistently ignored outreach. Despite the account executive’s persistent efforts—emails, appointment requests, and follow-ups—the roofer remained unresponsive. Sales struggled to find a way to break through and connect.

## The Action: Leveraging TopLine’s Personality Profile

The sales team subscribed to TopLine, our powerful sales intelligence tool. Determined to find a solution, the account executive engaged TopLine’s Personality Prep, an in-depth personality profiling feature. Personality Prep generated a detailed analysis of the roofer’s communication preferences and behavioral traits. It provided not only insights into how the roofer preferred to communicate but also a pre-crafted email tailored to align with his personality.

The rep sent the tailored email, and the message captured the roofer’s attention in a way no previous outreach had managed.

## The Results: Closing the Deal

The reclusive roofer responded to the email, marking the first breakthrough after weeks of silence. The sales rep quickly scheduled a meeting and delivered a compelling presentation of the television partner’s offerings. This personalized outreach approach led to a successful outcome: a closed three-month contract that once seemed out of reach.

TopLine’s personality profiling transformed the sales process, helping the team overcome barriers and build meaningful connections. By taking action based on deeper insights, sales teams can unlock new opportunities and drive results.

[Click here to learn more about TopLine<sup>®</sup>](#)