

Sales data review: Demo Solar Ltd

Leads from 1 Nov 2025 to 31 Oct 2026. Every figure comes from the export supplied; customer names and contact details were not used.

What stands out

- Reps closed 34% of pitches (1410 sales from 4117 pitches), against a typical installer figure of about 1 in 3 (33%).
- Across the 8 reps with 10+ pitches, close rates run from 28% (Callum Reid) to 39% (Fraser Dunlop). If everyone below the team rate closed at the team rate, that is about 76 more sales, roughly £647,000 at the current average sale.
- A sale from Frame & Glaze Leads cost £316 in leads; from SunPath Digital it cost £429, 1.4 times as much.
- Leads rung within an hour booked at 41%; leads that waited over a day booked at 26%.
- 14% of leads waited over 24 hours for a first call or were never called.
- 100 past appointments have no result recorded, so those sales and pitches are missing from every figure above.
- 130 customers appear more than once (260 rows), which can mean paying twice for the same person.

The headline numbers

Leads	Booked	Pitched	Sold	Revenue	Average sale
16,426	5,727 (35%)	4,117	1,410 (34%)	£11,998,150	£8,509

Booked: leads given an appointment. Pitched: appointments the rep held (sold or not sold). The close rate is sales ÷ pitches. Lead spend £382,586: £23.29 a lead, £271 a sale.

Division	Leads	Sales	Close rate	Revenue	Average sale
Solar	10,633	933	34%	£9,126,850	£9,782
Windows	5,793	477	35%	£2,871,300	£6,019

Reps

Rep	Pitches	Sales	Close rate	Revenue	Average sale
Fraser Dunlop	789	310	39%	£3,046,150	£9,826
Isla Buchanan	326	124	38%	£1,259,600	£10,158
Andrew Nisbet	687	259	38%	£1,571,400	£6,067
Rhona Paterson	389	131	34%	£761,900	£5,816
Niamh Gallacher	680	222	33%	£2,159,200	£9,726
Scott Brodie	276	87	32%	£538,000	£6,184

Euan Macrae	331	101	31%	£1,016,600	£10,065
Callum Reid	639	176	28%	£1,645,300	£9,348

Lead sources

Source	Leads	Booked	Sales	Spend	Cost per sale	Revenue per £1
Northlight Leads	5,783	35%	483	£161,832	£335	£26.42
Social (in-house)	3,611	26%	203	£70,031	£345	£25.41
SunPath Digital	3,184	36%	237	£101,765	£429	£22.30
Frame & Glaze Leads	2,039	31%	155	£48,958	£316	£18.72
Referral / Repeat	1,809	55%	332	–	–	–

Booked is the share of that source's leads given an appointment. Revenue per £1 is sales revenue for every pound spent on that source's leads.

Speed to first call

Time to first call	Leads	Share	Booked
Within 1 hour	6,422	39%	41%
1–4 hours	2,827	17%	36%
4–24 hours	4,880	30%	34%
Over 24 hours	1,683	10%	26%
Never called	614	4%	0%

Data health

Check	Rows
Customers entered more than once	260 (130 customers)
Past appointments with no result	100
Rep booked into the same slot twice	175
No call within 24 hours	2,297 (614 never called)
Dates that can't be right	63

Rows with at least one problem	2,834 of 16,426 (17%)
--------------------------------	-----------------------

Each of these rows is listed in the workbook, so it can be fixed in the CRM.

What the full system adds

- These figures, refreshed from every export or sync, with week, month, three-month and twelve-month views and each division on its own.
- A private page for every rep and agent with their own figures and coaching points, and an optional live league for incentives.
- The data checks above running all the time, with every problem row listed.
- Optional extras: a Monday email to the owners with last week's numbers and what changed, and supplier credit claims for duplicate and out-of-area leads.