

# **Growth Engine CRM User Guide**

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# Welcome to RateRight

You're joining a construction marketplace that's disrupting the labour hire industry. Traditional agencies take 30-40% from workers. We take 9.9% total (7% platform + 2.9% payment processing). Contractors post jobs for FREE.

**Your mission:** Build our pipeline. Get contractors posting jobs. Get workers signing up.

## Quick Start Checklist

- Log into Growth Engine CRM (check email for login details)
- Read this guide fully
- Test your headset and internet
- Review today's call list
- Make your first call!

## Understanding RateRight's Value Proposition

### For Contractors (They pay NOTHING)

- Post jobs for free
- See exactly what you're paying - no hidden agency markup
- Workers set their own rates
- Access verified tradies instantly
- No lock-in contracts

**Key message:** "You're probably paying agencies 30-40% on top of worker rates right now. With RateRight, you pay nothing. The worker sets their rate, you see it, you hire them directly. We only take a small percentage from the worker's side."

### For Workers (9.9% total fee)

- Set your own rate
- Keep more of your money (agencies take 30-40%, we take 9.9%)
- Get paid faster
- Choose your own jobs
- You're in control

**Key message:** "You know what agencies are taking from you? 30-40% of what the contractor pays. With RateRight, you set your rate, keep 90%, and get paid direct. No middleman taking half your wage."

# Growth Engine CRM - How It Works

## Dashboard Overview

When you log in, you'll see:

- **Call List** - Prioritised leads to call (hottest at top)
- **Today's Stats** - Calls made, conversations, wins
- **Pipeline** - Total leads, hot/warm/cold breakdown

## Lead Statuses

Status	Meaning	Action
■ Hot	Very interested, ready to sign up	Call immediately
■■ Warm	Interested but needs follow-up	Call within 24-48hrs
*■ Cold	New lead, not yet contacted	Work through list
■ Won	Signed up!	Celebrate ■
■ Lost	Not interested / wrong fit	Move on
■ Callback	Asked to call back later	Note the time, call back

## Making Calls

1. Click on a lead from your call list
2. Review the **Intel Brief** (info we have on them)
3. Click **Call** or dial the number shown
4. During/after the call, log the outcome

## Logging Call Outcomes

After every call, log it:

- **Outcome:** Connected / No Answer / Voicemail / Wrong Number
- **Result:** Interested / Not Interested / Callback / Signed Up
- **Notes:** Key points from conversation

**Example note:** "Spoke to Steve. Runs 3 crews across Western Sydney. Currently using agency, paying \$45/hr for \$32/hr workers. Frustrated with markup. Sending him sign-up link. Call back Friday to confirm."

# Call Scripts

## Script 1: Contractor Cold Call

### Opening:

"Hi, is this [Name]? Great - I'm [Your name] from RateRight. We're a new platform helping Sydney builders find tradies without the agency markup. Have you got 2 minutes?"

### If yes:

"Quick question - are you using labour hire agencies at the moment for any of your crews?"

### If they use agencies:

"What are they charging you on top of the worker's rate? ... Yeah, that's pretty standard - 30-40% markup is what we hear. Here's why I'm calling - RateRight is free for contractors. Zero markup. Workers set their own rate, you see exactly what you're paying, and we only take a small cut from their side. You pay nothing extra. Would you be open to trying it on your next hire?"

### If interested:

"Great - I'll send you a link to sign up. Takes 2 minutes. You can post a job today and see who's available. Any questions, call me back on this number."

## Script 2: Worker Cold Call

### Opening:

"Hi, is this [Name]? I'm [Your name] from RateRight. I saw you're looking for work - are you still available for shifts?"

### If yes:

"Cool - what trade are you? ... And what rate are you looking for? Have you used labour hire agencies before? ... What do you reckon they're taking off the top? Here's the deal with RateRight - you set your own rate. We take 9.9% total, that's it. No agency taking 30-40%. You keep more, you choose your jobs, you're in control. Want me to send you the sign-up link?"

## Objection Handling

### "I'm already with an agency"

"Totally understand - most contractors are. Quick question though: do you know what percentage they're adding on top of the worker's rate? ... The reason I ask is we're hearing 30-40% is pretty standard. With RateRight, you'd pay zero markup - same worker quality, more money in your pocket. Worth trying on your next hire?"

### "What's the catch?"

"Fair question. No catch - we make money from a small percentage on the worker's side, not yours. Contractors post jobs free, see the real rate, hire direct. The only thing we ask is you give us a go on your next job."

### "I don't need workers right now"

"No problem - when's your next project kicking off? ... Cool, I'll give you a call closer to then. But honestly, worth signing up now so you're ready when you need someone. Takes 2 minutes and you can see who's available in your area."

### "I've never heard of you"

"Yeah, we're new - that's why I'm calling! We're a Sydney startup taking on the big labour hire agencies. Same idea as Uber did to taxis - cut out the middleman, everyone wins. Early users are getting the best tradies before word spreads."

### "Send me an email"

"Sure thing - what's your email? ... Great, I'll send that through now. Mind if I give you a quick call in a couple of days to walk you through it?"

# Win Conditions - Every Call Has Multiple Wins

Not every call ends in a sign-up. But every call can still be a win. Here's what to go for:

## Worker Calls - Win Conditions

- **Sign up** - Primary win - they register on RateRight
- **Referral - other workers** - "Know any mates looking for shifts?"
- **Contractor lead** - "Who does the hiring where you're working now? What's the company?"
- **Intel** - What agency are they with? What are they paying? What trades are short?
- **Future callback** - Not looking now but will be in X weeks
- **WhatsApp group access** - "Are you in any tradie WhatsApp groups?"
- **Facebook group tip** - "What Facebook groups do you use for finding work?"

## Contractor Calls - Win Conditions

- **Sign up** - Primary win - they register and post a job
- **Worker referrals** - "Got any good tradies you'd recommend? We'll sign them up for you"
- **Other contractor referrals** - "Know any other builders who'd benefit from this?"
- **Decision maker intro** - "Who handles hiring? Can you put me through?"
- **Intel** - What agency do they use? What do they pay? What trades are they short on?
- **Future callback** - Next project starting in X weeks
- **Subcontractor leads** - "Who are your subbies? They might need workers too"

**Key point:** Log EVERY win, not just sign-ups. A contractor lead from a worker call is gold. A referral to another builder is gold. Track it all in the CRM notes.

## First Week Goals

Day	Target
Day 1	20 calls, learn the system
Day 2	30 calls, 5+ conversations
Day 3	40 calls, 2+ interested leads
Day 4	50 calls, 1+ sign-up
Day 5	50 calls, refine what's working

### Focus on:

- Making calls (volume matters early)
- Logging everything properly
- Learning what objections come up
- Asking Michael if you're stuck

## Daily Routine

### Start of day:

1. Log into Growth Engine
2. Check your call list (hottest leads first)
3. Review any callbacks due today
4. Set your target for the day

### During calls:

1. Work through list top to bottom
2. Log every call immediately
3. Send follow-up SMS after good conversations
4. Note objections you're hearing

### End of day:

1. Log final stats
2. Update any pending callbacks
3. Note what worked / what didn't
4. Message Michael with questions

## Key Contacts

Who	Role	Contact
Michael	Founder/CEO	WhatsApp: +61 426 246 472
Markus	Tech (if CRM broken)	Slack: @markus

## Tips for Success

1. **Volume wins early** - More calls = more learning = more results
2. **Log everything** - If it's not logged, it didn't happen
3. **Don't fear rejection** - Most calls won't convert. That's normal.
4. **Listen more than talk** - Find their pain, then offer the solution
5. **Follow up** - The money is in the follow-up. Most people need 3+ touches.
6. **Ask questions** - If you're unsure, ask Michael. No dumb questions.

## Bug Reports & Feature Requests

You're using this system every day - you'll spot things we miss. Use these buttons:

### ■ Bug Report Button

Something not working? Click this and tell Michael what's broken. The more detail the better - what did you click, what happened, what should have happened, screenshots if you can. This helps us fix things fast.

### ■ Feature Request Button

Got an idea that would make your job easier? Something that would save you time or help you close more deals? Click this and tell Michael. You're on the front line making calls - you'll see what's missing before anyone else. The more detail you give, the better Michael can build it.

**Don't be shy with these.** Every bug you report makes the system better. Every feature idea could become something that helps you hit your targets. Use them.

## Troubleshooting

### CRM won't load:

- Refresh the page
- Clear browser cache

- Try a different browser
- Message Markus on Slack

**Call not connecting:**

- Check your internet
- Try from your phone instead
- Log it as "technical issue" and move to next lead

**Don't know how to answer a question:**

- Be honest: "Good question - let me find out and get back to you"
- Note it down, ask Michael, call them back

## You've Got This ■

You're joining RateRight at the ground floor. The first hires. The ones who build this thing.

Every call you make, every sign-up you get, directly grows the company. There's real opportunity here for people who show up and deliver.

**Let's go.**

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Questions? Ask Michael or RateRight Assistant