

Step 1 - Initial Pitch

The pitch is meant to be said in a very conversational tone, like you are talking to a friend. Do not rush through it. Take your time and talk slower than you think you need to, however, do not let the homeowner interrupt you while speaking.

Marketer:	Hey, I'm Zach with Boundless. Before I say anything, *compliment test!!* *Compliment something about the homeowners house or yard*
Homeowner:	Oh, thank you!
Marketer:	<p>I just finished meeting with your neighbor (<i>say name</i>).</p> <p>We just did a solar installation in your area and you have a really good roof for it <i>*point at the roof.*</i></p> <p>While we're in the neighborhood, we're giving free solar assessments to all your neighbors <i>*point up and down street and say name if possible*</i> If you qualify you pay nothing for it and save money every single month. We can't do it today because we're busy meeting with all your neighbors, but we're meeting with (<i>name of closest neighbor</i>) tomorrow at 5. Does 5:30 or 6 work better for you?</p>
Homeowner:	<p>5:30 works for me.</p> <p><i>Regardless of the answer, name close and warm up.</i></p>