**ORIGINAL**

Hello this is (your name) is this?

“We are a small solar company out of Dudley MA, and we partner with companies like Angie’s List and Home Advisor. They sent us your contact info because you previously filled out an online form regarding receiving a solar proposal. Did you fill out that form?/Have you looked into getting solar?

“No, I did not fill out that form. I don’t remember doing that.”

“Huh.. is \_\_\_\_\_\_\_\_\_ your address?”

“Yes, that is my address”

“Yes, I was looking into it a few months ago and filled out the form…..”

“We decided not to get solar/we are not interested at this time”

“What was the reason why you didn’t end up getting it?”

\*Lame Reason\*

“Gotcha… you don’t have much time right now do you?”

No I don’t have much time right now

Well I don’t know how much you know about solar, but…

“Actually yes, I do have some time.”

“Awesome. Well, let me just tell you…”

There are two main reasons why people get solar.

* The monthly cost of a solar system is often slightly less than someone’s power bill. Over 25 years, a household will spend more than $150,000 towards their power bill. With solar, they will end up spending around $20,000 to buy a system. They save over $125,000 long term with roughly the same monthly bill for a much shorter time.
* Solar can increase the value of a home. The best way I like to describe it is, if I had solar on my house and I went to sell the house. Let’s say the person purchasing wanted to know the average monthly utility bill. I tell them that there is none. There is no power bill they need to pay. In turn, I can increase my sell price for my house by the amount of the solar system because of that selling point towards the new buyer.

So those are the two reasons: to save money long term and to increase the value of a home.”

* What is your average power bill?
* What holds you back when looking to get a system?
* Are you looking to own a solar system?

“Gotcha..  Well I’ll tell you what. Because I can tell you’re interested, I will have our team design a personalized proposal for your house. We use an expensive software incorporating a 3D model of your house and 60 years’ worth of weather data to help project the best location on your roof for solar and how many panels you would need to cover your usage. That proposal will also give you all the costs and incentives affiliated with getting a system.

**PITCH ANYTHING SCRIPT**

Introduction:

Hi, this is [Your Name] from Volt Seed Solar. Is this [Prospect's Name]?

Hi [Prospect's Name], I hope I didn't catch you at a bad time. I'm calling from Volt Seed Solar, and we help homeowners like you save money on their energy bills with solar panels. Would you be interested in hearing more?

Frame the conversation:

Great, I want to be respectful of your time, so I'll get right to the point. We offer something unique that sets us apart from other solar companies - we offer ownership of the solar system, not leasing. This means you'll see greater financial benefits from the system over time, and you'll have greater control over it.

Create intrigue and build value:

Our ownership model is different from the leasing model that most other solar companies offer, which can be more expensive and less beneficial in the long run. With ownership, you'll have greater control over your solar system and can reap the benefits of ownership.

I'm sure you have some questions, so let me walk you through what ownership means and how it can benefit you.

Offer a teaser:

One of the benefits of ownership is that you can potentially earn tax credits and incentives for going solar. These credits can significantly reduce the cost of your system, making it an even better investment.

Ask for permission to proceed:

Does that sound interesting to you? Would you be open to learning more about how our ownership model works and how it can save you money?

Get commitment:

Fantastic! When would be a good time to schedule a quick 15-minute call so we can go over the details?

I want to be respectful of your time, so let's set up a call that works best for you. Would next Wednesday at 3 pm work, or is there a better time that suits you?

Wrap up:

Great, I'll put that on the calendar, and I'll send you an email with more information about our ownership model and what to expect on the call. Thank you for your time today, and I look forward to speaking with you soon.

**ALTERNATIVE 1**

Hello, this is (your name). Is this (their name)?

Hi, I'm (customer's name).

Great, thanks for taking my call. We are a solar company based in Dudley, MA, and we partner with reputable companies like Angie's List and Home Advisor. They sent us your contact information because you previously expressed interest in receiving a solar proposal. Did you fill out a form or have you looked into getting solar?

No, I don't remember filling out a form.

I see. Is (customer's address) your address?

Yes, that's my address.

Ah, I'm sorry for the confusion then. Did you by any chance look into solar a few months ago?

Yes, I was considering it at that time.

I see. Would you mind sharing the reason why you decided not to get solar?

(Lame reason)

I understand. Well, thank you for taking the time to speak with me. Before I let you go, I just wanted to share two main reasons why people get solar:

First, the monthly cost of a solar system is often slightly less than what someone would pay for their power bill. Over 25 years, a household can spend more than $150,000 on their power bill alone. But with solar, they can spend around $20,000 to buy a system, and save over $125,000 in the long run. And the best part is, the monthly bill for solar is roughly the same or even lower than their current power bill, but for a much shorter time.

Second, solar can increase the value of a home. Imagine if you had solar on your house and wanted to sell it. A potential buyer would love to hear that there is no power bill they need to pay, right? This selling point can increase the value of your home, allowing you to recoup your investment in solar.

Based on what you've shared with me, it sounds like you might be interested in learning more about solar. Can I ask, what is your average power bill? What holds you back when looking to get a system? Are you interested in owning a solar system?

I see. Well, I'll tell you what - because I can tell you're interested, I'd like to have our team design a personalized proposal for your home. We use an expensive software incorporating a 3D model of your house and 60 years' worth of weather data to help project the best location on your roof for solar and determine how many panels you would need to cover your usage. This proposal will also give you all the costs and incentives affiliated with getting a system. Would that be something you'd like to receive?

**POSSIBLE TAKE AWAY**

“I see, well I apologize for any confusion. We are not sure if you and your home would be a fit for solar, but we can certainly take a closer look if you're interested."

“What would that involve?”

“Great question! We would schedule a brief demonstration where we would assess your property and energy needs, and then design a personalized proposal specifically for your home. We use an expensive software incorporating a 3D model of your house and 60 years’ worth of weather data to help project the best location on your roof for solar and how many panels you would need to cover your usage. That proposal will also give you all the costs and incentives affiliated with getting a system.”

“What is the best time for you this week to set up a time for a brief demonstration? We can take a closer look and see if solar could be a good fit for you and your home.”

**ALTERNATIVE 2**

Hello, this is [Your Name] from [Solar Company Name]. Am I speaking with [Customer's Name]?

Great, thank you for taking my call. The reason for my call today is that we've partnered with reputable organizations like [Partner 1] and [Partner 2] to help homeowners like you take control of their energy costs.

Are you familiar with solar energy and its benefits for homeowners?

[If yes]: Fantastic, I'm glad to hear that. We believe that solar power is one of the best investments you can make in your home, both for your wallet and for the environment. With our solar panels, you can generate your own electricity, save money on your energy bills, and reduce your carbon footprint.

[If no]: No problem at all, I'd be happy to explain. Solar energy is a clean, renewable source of power that can help you save money on your energy bills and reduce your carbon footprint. With our solar panels, you can generate your own electricity and become more self-sufficient, while also contributing to a cleaner and more sustainable energy future.

Now, I understand that going solar is a big decision, and you may have some questions or concerns. Let me assure you that our company has helped thousands of homeowners just like you make the switch to solar. We've been in business for [Number of years] years, and we've earned a reputation for delivering high-quality solar installations and excellent customer service.

[If the customer has had a previous consultation with another solar company]: I see. May I ask when was the last time you had a consultation with a solar company?

[If the customer has not had a previous consultation with another solar company]: That's great. We'd love to help you take the first step towards a more sustainable and cost-effective energy solution.

We offer a free, no-obligation consultation where one of our solar experts will walk you through the benefits of solar energy, help you understand how solar works, and answer any questions you may have. During this consultation, we'll also evaluate your energy needs and provide you with a customized solar proposal that outlines the costs, savings, and incentives associated with going solar.

Would you be interested in scheduling a consultation with us this week? I promise it won't take much of your time, and it could be the first step towards a more sustainable and cost-effective energy future for your home."

Remember, the key to a successful solar sales call is to establish credibility, explain the benefits of solar energy in a clear and compelling way, and offer a personalized consultation that addresses the customer's unique energy needs and concerns.

**MASS SAVE SCRIPT**

Hi, I'm (customer's name).

Great, thanks for taking my call. We are a registered partner with Mass Save and a solar company based in Dudley, MA. We also partner with reputable companies like Angie's List and Home Advisor. They sent us your contact information because you previously expressed interest in receiving a solar proposal. Did you fill out a form or have you looked into getting solar?

No, I don't remember filling out a form.

I see. Is (customer's address) your address?

Yes, that's my address.

Ah, I'm sorry for the confusion then. Did you by any chance have a consultation with Mass Save in the past?

Yes, I did.

That's great to hear. As a registered partner with Mass Save, we work closely with them to help homeowners reduce their energy usage and save money on their utility bills. I'm glad to see that you've taken steps towards energy efficiency in the past.

Would you mind sharing the reason why you decided not to get solar?

(Lame reason)

I understand. Well, thank you for taking the time to speak with me. Before I let you go, I just wanted to share two main reasons why people get solar:

First, the monthly cost of a solar system is often slightly less than what someone would pay for their power bill. Over 25 years, a household can spend more than $150,000 on their power bill alone. But with solar, they can spend around $20,000 to buy a system, and save over $125,000 in the long run. And the best part is, the monthly bill for solar is roughly the same or even lower than their current power bill, but for a much shorter time.

Second, solar can increase the value of a home. Imagine if you had solar on your house and wanted to sell it. A potential buyer would love to hear that there is no power bill they need to pay, right? This selling point can increase the value of your home, allowing you to recoup your investment in solar.

Based on what you've shared with me, it sounds like you might be interested in learning more about solar. Can I ask, what is your average power bill? What holds you back when looking to get a system? Are you interested in owning a solar system?

I see, well I apologize for any confusion. We are a registered partner with Mass Save and we can certainly take a closer look if you're interested. I'd like to have our team design a personalized proposal for your home. We use an expensive software incorporating a 3D model of your house and 60 years' worth of weather data to help project the best location on your roof for solar and determine how many panels you would need to cover your usage. This proposal will also give you all the costs and incentives affiliated with getting a system. Would that be something you'd like to receive?

Great! What is the best time for you this week to set up a time for a brief demonstration and discuss how we can help you achieve energy independence and save money on your utility bills?

**MASS SAVE 2**

Hello, this is (your name). Is this (their name)?

Hi, I'm (customer's name).

Great, thanks for taking my call. We are a solar company based in Dudley, MA, and I wanted to let you know that we are a registered partner with Mass Save, a trusted organization that provides energy-efficient solutions to Massachusetts residents.

As a Mass Save partner, we have access to exclusive incentives and rebates that can significantly lower the cost of your solar system. Did you know that by going solar, you can not only save money on your energy bills but also help the environment by reducing your carbon footprint?

I understand that you may not have filled out a form, but I wanted to reach out because we partner with reputable companies like Angie's List and Home Advisor, who provided us with your contact information. Have you ever considered getting solar for your home?

(Let customer respond)

Based on what you've shared with me, it sounds like you might be interested in learning more about solar. Can I ask, what is your average power bill? What holds you back when looking to get a system? Are you interested in owning a solar system?

I see. Well, I'll tell you what - because I can tell you're interested, I'd like to have our team design a personalized proposal for your home. As a Mass Save partner, we can also help you take advantage of any incentives or rebates that you may be eligible for. We use an expensive software incorporating a 3D model of your house and 60 years' worth of weather data to help project the best location on your roof for solar and determine how many panels you would need to cover your usage. This proposal will also give you all the costs and incentives affiliated with getting a system. Would that be something you'd like to receive?

And by the way, when was the last time you had a consultation with Mass Save? They offer free energy assessments that can help you identify areas where you can improve your home's energy efficiency, which can further reduce your energy bills. If you haven't had one recently, I can schedule a consultation for you with one of our Mass Save experts. What do you say?

**OWNERSHIP AND STORY TELLING**

Hello this is [Your Name] from [Your Company]. Is this [Customer Name]?

Great, thank you for taking my call. I'm reaching out because I noticed that you live in an area with plenty of sunshine and high electricity rates. Have you ever considered switching to solar power?

That's great to hear. Well, I wanted to let you know that [Your Company] offers a unique approach to solar energy. Unlike most of our competitors who offer solar leases, we actually allow our customers to own their solar systems outright.

Now, I know what you're probably thinking. Why would I want to own my solar system when I can just lease one? Well, let me tell you a story that might help illustrate the benefits of ownership.

I recently spoke with a customer who had leased a solar system from one of our competitors. At first, they were thrilled with the idea of saving money on their electricity bills. However, as time went on, they began to notice some drawbacks.

For starters, they were paying more for their electricity than they had anticipated, because the lease payments were eating into their savings. On top of that, they weren't seeing any real increase in the value of their home, because they didn't actually own the solar panels.

Now, let's fast forward a few years. The customer's lease was up, and they were faced with a decision. They could either extend the lease, or pay to have the system removed. Unfortunately, the costs associated with either option were higher than they had anticipated, and they ended up regretting their decision to lease.

That's where [Your Company] comes in. We offer ownership of the solar system, which means that you'll enjoy all the benefits of solar power, without any of the drawbacks of leasing. For starters, you'll see a significant reduction in your electricity bills, because you won't be making lease payments every month. On top of that, you'll actually own the solar panels, which means that you'll be increasing the value of your home with every payment you make.

Plus, owning your solar system means that you'll be able to take advantage of all the government incentives and tax credits available to homeowners who invest in solar power. And, when it comes time to sell your home, you'll be able to transfer the ownership of the solar system to the new homeowner, increasing the value of your property even more.

So, while leasing might seem like an attractive option at first glance, the truth is that ownership is the way to go. If you're interested in learning more about how [Your Company] can help you make the switch to solar ownership, I'd love to schedule a time to chat further. What is the best time for you this week to set up a call?

**OTHER ALTERNATIVE SCRIPTS:**

**1**

Hi (their name), (their name), I'm (your name) with Volt Seed Solar. We are currently introducing new renewable energy initiatives in your area, and your home at 111 Elm Street is a perfect candidate. We would love to provide you with a free consultation and demonstrate how you may drastically lower your energy costs.

Are you the homeowner?

Homeowner: yes

Excellent, are you currently paying over $100 on your electric bill? (Must be a yes)

Homeowner: yes 100+

Approx how much Are you paying?

Homeowner: $\_\_\_\_\_\_\_\_

Agent: WOW, that is a LOT! We can fix that for you! Homeowners that switch over are saving anywhere between 30 to 50 % with no upfront or installation fees.

Agent: Who provides your electricity?

Homeowner:

Agent: Great! We work hand in hand with them

How old is your roof?

Homeowner: 3 yrs. old

Agent: Excellent, do you get a good amount of sunlight on your roof?

Homeowner: Yes

Agent:  Great!

Most consumers that qualify generally have a credit score of 600 and above. Is that the case for you?

Homeowner : **YES**

**Mr. (Name) you are prequalified!!.** We would like to give you a free consultation. My specialist will explain precisely how you can generate your electricity and save money at the same time.

When is a good time for a virtual meeting this week?

Lock down a time

A requisite for the appointment is the electricity bill , Can you please text me a copy of your electricity bill, to reduce the length of the meeting significantly and give you the most accurate information on how much you will save by going solar?

—(no)

 Hey (Name) our design engineers use a 100 million dollar software to build custom and accurate projects based on your kW usage.  Your billing statement will give the expert the data he needs to show what we can truly do.

Do you get your bill by mail or email?

Customer-  email/mail

Ok great.  Can you send a picture or a copy to(Phone Number)) or (email)

(They are hesitant) The only thing we can do with your bill is pay it for you

Please text it to (Phone Number)

Only if they insist on email and not texting —Please email it to (email)

KEEP IN MIND THAT THIS MEETING WILL SAVE YOU THOUSANDS OF DOLLARS A YEAR

I look forward to our appointment. Hey (Name), is there any reason that you would not be able to make the appointment (day) at (time)?

We will send you a link for the video call , whats your email please?

Homeowner:\_\_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_

If we need to reach you , Is this the best number to call you back?

Awesome. Thanks so much. Have a wonderful day!

**2**

Hi (their name), it's (your name) from VOLT SEED, and let me tell you, I've got some exciting news for you and your home at 111 Elm Street! I really appreciate you taking the time to talk to me today, you're very kind. This call won't take long, I promise. We're introducing new initiatives in your area that will save you a ton of money on your electric bill while modernizing and upgrading your home. Not only will you save money, but also you'll be doing your part in saving the planet.

Are you the homeowner?

Homeowner: yes

Great, I'm glad I found the right person! Now, before we get into the nitty-gritty details of saving money on your electric bill, let me tell you,  it's essential that we have your most recent electricity bill to provide you with the most accurate information on how much you can save.

Homeowner: [provides method of receiving bill]

Great, we'll need you to send a picture or copy to (PHONE OR EMAIL). And don't worry, the only thing we'll do with your bill is pay it for you!

Homeowner: [hesitant about sending bill]

I understand, (Name), it's essential for your own good. Our design engineers use a 100 million dollar software to build custom and accurate projects based on your kW usage. Your billing statement will give the expert the data he needs to show you what we can truly do. Plus, this meeting will save you thousands of dollars a year. Think of all the Tesla's you can buy with that extra cash! It's essential that you send the bill to us before the virtual meeting to ensure that we can provide you with the most accurate information and show you how much you can truly save. Not only you will save money, but also you'll be doing your part in saving the planet. So, please don't hesitate to send it over.

Now, let's schedule the virtual meeting. What's the best time for you tomorrow?

Homeowner: [provides availability]

Great, we have you scheduled for tomorrow at (time) . Just to confirm, is that the best time for you?

Homeowner: Yes

Awesome, we'll send you a link for the video call and your email is?

Homeowner: [provides email]

Great, and if we need to reach you, is this the best number to call you back?

Homeowner: [provides phone number]

Awesome, we have you scheduled for our virtual meeting tomorrow at (time) . I know you're busy, but this meeting is essential for you to understand how you can save big on your energy costs and make your home more sustainable. Please make sure to send us  your bill as soon as possible and attend the virtual meeting, I assure you it'll be worth your time. Thanks for your cooperation and kindness, and have a great day!

**3**

Hi (their name), it's (your name) from the renewable energy program, and let me tell you, I've got some exciting news for you and your home at 111 Elm Street! We're introducing new initiatives in your area that will save you a ton of money on your electric bill.

 Are you the homeowner?

Homeowner: yes

Great, I'm glad I found the right person! Now, I have to ask, are you currently paying over $100 on your electric bill?

Homeowner: yes, 100+

Wow, that's a lot of money you're throwing away! But don't worry, we can help you save big. Our homeowners who switch to renewable energy are saving anywhere from 30 to 50% with no upfront or installation fees. Plus, we work hand in hand with your current electricity provider, so it's a win-win situation.

Homeowner: [provides electricity provider]

Awesome, we work with them all the time! Now, I have to ask, how old is your roof?

Homeowner: 3 years old

Great, and do you get a good amount of sunlight on your roof?

Homeowner: Yes

Even better! Most of our customers who qualify for our program have a credit score of 600 or above. Is that the case for you?

Homeowner: Yes

Congratulations, Mr. (Name)! You're pre qualified for our program. We would love to give you a free consultation to show you how you can generate your own electricity and save money at the same time. When's a good time for a virtual meeting this week?

Homeowner: [provides availability]

Perfect, we'll lock that down. Just a heads up, in order to get the most accurate information on how much you'll save, we'll need a copy of your electricity bill. Do you get it by mail or email?

Homeowner: [provides method of receiving bill]

Great, we'll need you to send a picture or copy to (PHONE NUMBER). And don't worry, the only thing we'll do with your bill is pay it for you!

***[IF Homeowner is hesitant about sending bill]***

 (Name), it's for your own good. Our design engineers use a 100 million dollar software to build custom and accurate projects based on your kW usage. Your billing statement will give the expert the data he needs to show you what we can truly do. Plus, this meeting will save you thousands of dollars a year.

Homeowner: [agrees to send bill]

Awesome, we'll send you a link for the video call and your email is?

Homeowner: [provides email]

Great, and if we need to reach you, is this the best number to call you back?

Homeowner: [yes / provides phone number]

Awesome, we have you scheduled for our virtual meeting on (day) at (time). Just to confirm, is this still a good time for you? We want to make sure that we're not interrupting any important plans you might have. Let us know if there's a better time for you and we'll work around your schedule.

Confirm appointment

Thanks so much, (Name). Have a wonderful day, and we'll talk soon!

**4**

Hi (their name), it's (your name) from the renewable energy program, and let me tell you, I've got some exciting news for you and your home at 111 Elm Street! We're introducing new initiatives in your area that will save you a ton of money on your electric bill. Are you the homeowner?

Homeowner: yes

Great, I'm glad I found the right person! By the way, how's your day going so far?

Homeowner: [provides response]

That's great to hear! Now, I have to ask, are you currently paying over $100 on your electric bill?

Homeowner: yes, 100+

Wow, that's a lot of money you're throwing away! But don't worry, we can help you save big. Our homeowners who switch to renewable energy are saving anywhere from 30 to 50% with no upfront or installation fees. Plus, we work hand in hand with your current electricity provider, so it's a win-win situation.

Homeowner: [provides electricity provider]

Awesome, we work with them all the time! Now, I have to ask, how old is your roof?

Homeowner: 3 years old

Great, and do you get a good amount of sunlight on your roof?

Homeowner: Yes

Even better! Most of our customers who qualify for our program have a credit score of 600 or above. Is that the case for you?

Homeowner: Yes

Congratulations, Mr. (Name)! You're prequalified for our program. We would love to give you a free consultation to show you how you can generate your own electricity and save money at the same time. When's a good time for a virtual meeting this week?

Homeowner: [provides availability]

Perfect, we'll lock that down. Just a heads up, in order to get the most accurate information on how much you'll save, we'll need a copy of your electricity bill. Do you get it by mail or email?

Homeowner: [provides method of receiving bill]

Great, we'll need you to send a picture or copy to (PHONE NUMBER) And don't worry, the only thing we'll do with your bill is pay it for you!

***[IF Homeowner is hesitant about sending bill]***

 (Name), it's for your own good. Our design engineers use a 100 million dollar software to build custom and accurate projects based on your kW usage. Your billing statement will give the expert the data he needs to show you what we can truly do. Plus, this meeting will save you thousands of dollars a year.

Homeowner: [agrees to send bill]

Awesome, we'll send you a link for the video call and your email is?

Homeowner: [provides email]

Great, and if we need to reach you, is this the best number to call you back?

Homeowner: [provides phone number]

Awesome, we have you scheduled for our virtual meeting on (day) at (time). Just to confirm, is this still a good time for you? We want to make sure that we're not interrupting any important plans you might have. Let us know if there's a better time for you and we'll work around your schedule.

Thanks so much, (Name). Have a wonderful day, and we'll talk soon

**5**

Hi (Name), I'm (Your Name) from the Renewable Energy Program. We're excited to introduce new initiatives to your area, and your home at 111 Elm Street is a perfect fit. We'd love to offer you a free consultation and show you how you can reduce your energy costs significantly.

May I confirm that you are the homeowner?

Homeowner: Yes

Fantastic! May I also ask, do you currently pay over $100 per month on your electric bill?

Homeowner: Yes

Great! Approximately, how much do you pay?

Homeowner: $\_\_\_\_\_\_\_\_\_

Wow, that's a lot! Our program can help you save between 30-50% on your energy costs, with no upfront or installation fees.

Who provides your electricity?

Homeowner: \_\_\_\_\_\_\_\_\_

Perfect! We have a great partnership with them. May I also ask, how old is your roof?

Homeowner: 3 years old

Excellent. And do you have a good amount of sunlight on your roof?

Homeowner: Yes

Fantastic! Most of our qualified customers have a credit score of 600 or higher. Does that apply to you?

Homeowner: Yes

Wonderful, you are prequalified! During the consultation, our specialist will explain how you can generate your own electricity and save money in the process.

When would be a good time for a virtual meeting this week?

(Lock down a time)

To ensure a productive consultation, could you please send us a copy of your electricity bill? You can either text it to (PHONE NUMBER) or email it to (EMAIL). This information is necessary to provide you with accurate savings estimates.

(In case they insist on email) Okay, please email the bill to (EMAIL).

Keep in mind that this meeting has the potential to save you thousands of dollars every year!

Looking forward to our appointment. May I ask, is there any reason you wouldn't be able to make the appointment on (day) at (time)?

Also, could you provide us with your email address for the video call link?

Homeowner: EMAIL**@**\_

And finally, is this the best number to reach you?

Homeowner: Phone number

Awesome, thank you for your time. Have a wonderful day!