

# **Day 4: The Presentation**

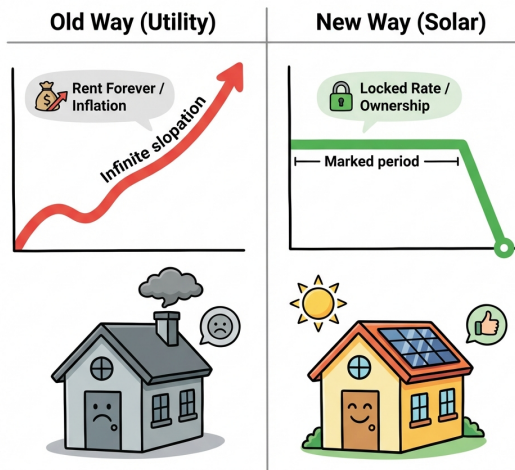
Building Value & Explaining the Math

Antigravity Solar Sales Training



## Module 3: The Perfect Presentation

### Old Way (Utility) vs. New Way (Solar)



### ■ Avatar Intro Script

\*\* (Scene: Standing next to a whiteboard or screen. High energy, authoritative but accessible.) \*\*

"You've made the connection. Now, how do you present the solution? Module 3 is about 'The Perfect Presentation'. We're not just selling panels; we're selling freedom from the utility monopoly. I'll show you how to explain the 'Bill Swap' so simply that even a child would understand it. We'll stack the value so high that the price becomes irrelevant. Let's dive in."

\*"Don't sell the panel. Sell the freedom from the utility company."\* – Taylor McCarty Style

### 1. Education vs. Selling

The modern homeowner doesn't want to be sold; they want to be educated. Your job is to make the complex simple.

#### ***The "Bill Swap" Explanation***

Most people think they are \*buying\* electricity. They are actually \*renting\* it at an unpredictable rate.

- **\*\*The Script\*\*:** "Mr. Jones, right now you're renting your power from the utility company. It's like renting a home—you pay every month, the price goes up, and you never own it. Solar is simply swapping that rental payment for a mortgage payment on your own power plant. Once it's paid off, your electricity is free."

## 2. The Net Metering Analogy

Explaining how the grid acts as a battery is crucial.

- **The "Rollover Minutes" Analogy**: "Remember old cell phone plans with rollover minutes? Solar is similar. During the day, you make more power than you need. The extra credits 'roll over' to the night time so you can use them when the sun is down. You're just banking miles for later."

## 3. The Value Stack (Why Now?)

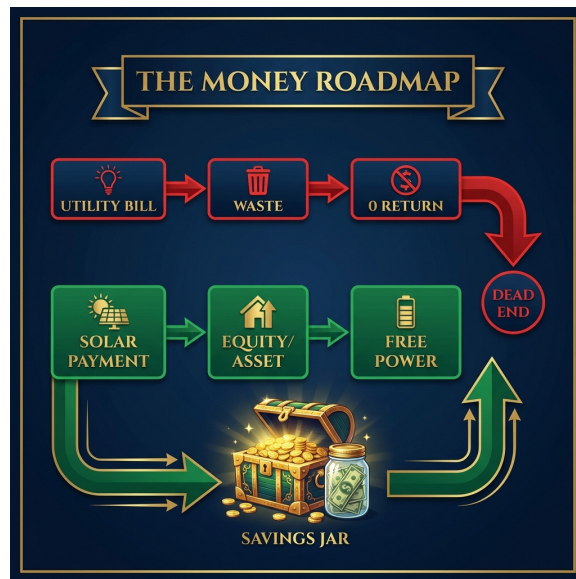
Price is only an issue in the absence of value. You must stack the value so high that the price seems insignificant.

1. **Fixed Cost**: Protection from inflation.
2. **Home Value**: Increase in property value (Zillow says ~4%).
3. **Tax Incentives**: The 30% coupon from the government.
4. **Ownership**: An asset vs. a liability.

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\*(Chart comparing Utility (Rising curve, Infinite payments) vs Solar (Flat line, End date))\*

## Module 7: Mastering the Math (Financing & ROI)



### ■ Avatar Intro Script

**\*\***(Scene: Professional office with charts in the background. Serious but helpful tone.)**\*\***

"Solar is great for the planet, but let's be honest—homeowners buy it for their wallets. In Module 7, we're Mastering the Math. You need to become a financial consultant. I'll break down the Investment Tax Credit (ITC) so you don't sound like a tax accountant, but you still give them the value. We'll compare Cash vs. Loans vs. Leases, and I'll show you how to calculate the one number every homeowner cares about: Return on Investment."

**\*\***"Don't just sell the payment. Sell the financial freedom."**\*\***

### 1. The Investment Tax Credit (The Coupon)

Think of the 30% Federal Tax Credit as a "Coupon" from Uncle Sam to encourage renewable energy.

- **\*\*Simple Explanation\*\***: "The government wants you to go solar so much they will pay for 30% of the system. But they don't send a check; they let you keep money you would have paid in taxes."

### 2. Cash vs. Loan vs. PPA/Lease

- **\*\*Cash\*\***: Best ROI. No interest. Asset ownership immediately.
- **\*\*Loan\*\***: \$0 Down. Swap a high electric bill for a lower solar loan payment. Most popular.

- **PPA/Lease**: "Pay for Power, not Panels". No debt, no maintenance, just cheaper power. Good for those who can't take the tax credit.

### 3. Return on Investment (ROI)

If a system costs \$30,000 and saves \$3,000/year, that's a 10% tax-free return.

- "Mr. Homeowner, where else can you get a guaranteed 10% return that is tax-free? The stock market? Real estate? This is the safest investment in your portfolio."

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\*(Chart showing money flow: Current Bill (Wasted \$, Red) vs Solar Payment (Equity \$, Green)  
-> Free Power)\*