

Day 6: Mastery & Expansion

Referrals, Virtual Sales, and Glossary

Antigravity Solar Sales Training

Module 8: The Referral Engine



■ Avatar Intro Script

******(Scene: Relaxed outdoor setting or garden. Friendly and encouraging.)******

"The best salespeople don't hunt; they farm. If you're chasing new leads every day, you're working too hard. In Module 8, we're building 'The Referral Engine'. I'll show you the exact moment to ask for a referral (hint: it's not when you sign the contract). We'll also talk about 'Orphan Owners'—people who have solar but no agent—and how to turn them into your best source of business."

******"A sale is not the end. It's the beginning of a network."******

1. The Moment of Happiness

Don't ask for referrals when you ask for money. Ask when they are happiest.

- ****The Install Day****: They are excited to see the panels go up.
- ****The First Bill****: Seeing the \$0 balance is the peak emotional moment.
- ****Script****: "Mr. Jones, now that you've killed your electric bill, who else do you know that is still complaining about high rates?"

2. Orphan Owner Campaigns

Thousands of people have solar from companies that went bankrupt. They feel abandoned.

- ****The Strategy****: Knock on doors with solar.

- **Script**: "Hi, I saw you have solar. I'm not selling anything. I just know your original installer went out of business/left the area, and I wanted to drop off my card in case you ever need service or warranty help. By the way, how is the system running?"
- **Result**: Instant trust. They will ask *you* questions.

3. The Referral Tree

One satisfied customer should branch out into 3 more.

- The Neighbor (Curious about the install trucks).
- The Relative (Heard about the savings at dinner).
- The Co-worker (Saw the post on Facebook).

(Infographic showing 1 Happy Customer (Trunk) branching into Neighbors, Friends, Family)

Module 11: Virtual & Phone Sales Mastery



■ Avatar Intro Script

******(Scene: Modern home office with a ring light and laptop. Avatar is wearing headphones.)******

"The world has changed. If you can sell over Zoom, your territory is no longer just your neighborhood—it's the entire state. Module 11 is about 'Virtual Sales Mastery'. Selling through a screen is harder because you lose the physical connection. I'll teach you the 'Digital Handshake', how to use your voice to keep them engaged, and the exact setup you need so you look like a pro, not a hostage in a dark room."

******"On Zoom, your energy must be 20% higher than in person to break through the screen."******

1. The Zoom Setup (Don't Look Like an Amateur)

- ****Lighting****: Face a window or use a ring light. No shadows on your face.
- ****Camera****: Eye level. Use a stack of books if you have to. Don't let them look up your nose.
- ****Background****: Clean, professional, or a branded virtual background. No unmade beds!

2. The Digital Handshake

- ****Start with Video ON****: "Hey Mr. Jones! Great to see you. Can you see/hear me okay?"
- ****The Wave****: A physical wave breaks the ice and shows you are real.
- ****Eye Contact****: Look at the *camera*, not the screen, when you are talking.

3. Screen Sharing Etiquette

- **Clean Desktop**: Close your 50 tabs. Turn off notifications.
- **Use the Mouse as a Laser Pointer**: Don't just talk; point. "Do you see this number right here?" (Circle it with mouse).
- **Check-Ins**: "Are you seeing the graph with the blue bars?" (Wait for Yes).

(Infographic: Camera at Eye Level, Light in Front, Clean Background)

Solar Sales Glossary

A

- **AC (Alternating Current)**: The type of electricity used in homes. Solar panels produce DC, which is converted to AC by an inverter.
- **Array**: A group of solar panels wired together.
- **Azimuth**: The compass direction a roof faces (South/180° is ideal in the Northern Hemisphere).

B

- **Bill Swap**: A sales concept explaining that solar isn't an "extra" cost, but a replacement for the utility bill.
- **BoS (Balance of System)**: All components of a PV system other than the panels (inverters, racking, wiring).

C

- **Clipped**: When a system produces more power than the inverter can handle, "clipping" the excess.
- **Conduit**: The pipe that protects the wiring running from the roof to the electrical panel.

D

- **DC (Direct Current)**: The type of electricity produced by solar panels and stored in batteries.
- **Degradation**: The slow loss of panel efficiency over time (usually ~0.5% per year).
- **Demand Charge**: A fee based on the highest amount of power used at a single time (common in commercial, rare in residential).

E

- **Escalator**: The annual percentage increase in a PPA/Lease payment (typically 2.9% or 0%).
- **EPC (Engineering, Procurement, Construction)**: The company that actually installs the system.

I

- **Incentive**: Financial benefits like tax credits or rebates.
- **Inverter**: The device that converts DC to AC.

- **ITC (Investment Tax Credit)**: The 30% Federal Tax Credit for solar (Section 25D).

K

- **kW (Kilowatt)**: A unit of power (Size of the engine).
- **kWh (Kilowatt-hour)**: A unit of energy (Amount of fuel used). This is what you buy from the utility.

M

- **Main Panel Upgrade (MPU)**: Replacing the home's electrical breaker box to handle solar.
- **Micro-inverter**: Small inverters attached to each individual panel (e.g., Enphase).
- **Module**: Determining technical word for "Solar Panel".

N

- **NEM (Net Energy Metering)**: The policy that allows you to trade power with the grid.
- **NEM 2.0**: The "good" version (1:1 retail credit).
- **NEM 3.0**: The "new" version (Avoided cost credit - requires batteries to be viable).
- **Net Cost**: The total system cost minus the tax credit.

O

- **Offset**: The percentage of the homeowner's usage that the solar system will cover (e.g., 100% offset = \$0 bill).

P

- **PPA (Power Purchase Agreement)**: A third-party ownership model where the customer pays for the power produced, not the equipment.
- **PTO (Permission to Operate)**: The final approval from the utility company to turn the system on.

R

- **Racking**: The metal rails that mount the panels to the roof.
- **Reverse Taper**: In net metering, producing more power than you use to clear out higher-tier rates first.

S

- **Site Survey**: The appointment where a technician measures the roof and checks the electrical panel.

- ****String Inverter****: A central inverter that handles all panels at once (like Christmas lights).
- ****System Size****: The total DC output of the array (e.g., 6.4 kW).

T

- ****Tier 1****: A classification for bankable, high-quality solar panel manufacturers.
- ****Time of Use (TOU)****: A utility rate plan where power costs more during peak hours (e.g., 4PM-9PM).
- ****True-Up****: The annual settlement bill in a Net Metering agreement.

Z

- ****Zero Down****: A financing term meaning no upfront cash is required.