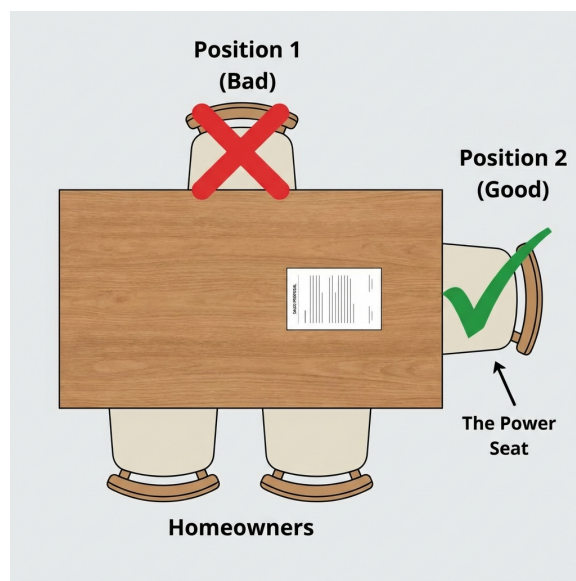


Day 3: Connection & Discovery

In-Home Mastery & Psychology

Antigravity Solar Sales Training

Module 10: In-Home Presentation Mastery



■ Avatar Intro Script

******(Scene: A warm, inviting living room or kitchen table setting. Avatar is sitting comfortably.)******

"Welcome to the Kitchen Table. This is where champions are made. Module 10 is about 'In-Home Presentation Mastery'. When you are in someone's home, your body language, your tone, and even where you sit matters. I'll teach you 'The Power Seat' strategy to ensure you're working **with** the homeowners, not against them. We'll also cover how to use physical props to make the intangible tangible. Let's get comfortable."

******"People don't buy from companies. They buy from people they like and trust sitting in their kitchen."******

1. Setting the Stage: The Power Seat

Never sit across from the homeowners (Confrontational).

- ****The Goal****: Sit **next** to them or at a 90-degree angle.
- ****Why****: You want to look at the proposal **together**, side-by-side. You are an advisor, not an adversary.
- ****The TV Rule****: Turn it off. "Do you mind if we mute that so I don't miss anything you say?"

2. Physical Props & Showmanship

Solar is invisible. Make it real.

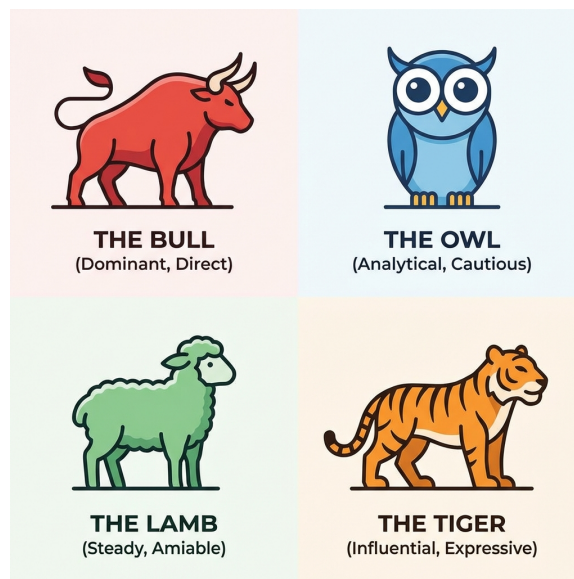
- **The Bill**: Have them physically hand you the bill. Circle the rising rates in RED ink.
- **The Roof Image**: Print out their roof design. Put it in their hands. Ownership begins when they hold it.

3. The Slide Deck Strategy

- **Slide 1-3**: Rapport & Credibility (Who we are, local projects).
- **Slide 4-6**: The Problem (Utility Monopoly, Renting Power).
- **Slide 7-9**: The Solution (Ownership, Net Metering).
- **Slide 10**: The Proposal (The Math).

(Diagram: Rectangular table. 'X' across from owners (Bad). 'Checkmark' next to owners (Good/Collaborative))

Personality Types: The BOLT System



Not everyone buys the same way. You must mirror the prospect. We categorize them into 4 types (BOLT).

■ The BULL (Driver / Type A)

- **Traits**: Direct, impatient, bottom-line, assertive.
- **How to Spot**: Interrupts you. Asks "How much?". Looking at watch.
- **How to Sell**:
- **Do**: Be quick. Use bullet points. Focus on ROI and bottom line.
- **Don't**: Chit-chat. Go through every slide. Waffle.
- **Closing Line**: "This saves you the most money and gets you a better asset. Shall we authorize it?"

■ The OWL (Analytical / Type C)

- **Traits**: Detail-oriented, cautious, loves data, slow decision maker.
- **How to Spot**: Asks about panel efficiency, warranties, degradation rates. Has a spreadsheet.
- **How to Sell**:
- **Do**: Provide data. Show specimen sheets. Explain the *process*. Be patient.
- **Don't**: Push them ("Buy now!"). Use hype ("It's amazing!").
- **Closing Line**: "Based on the 25-year production guarantee, the math makes sense. Let's see if the roof passes engineering."

■ The LAMB (Amiable / Type S)

- **Traits**: Friendly, dislikes conflict, relationship-focused, "I need to think about it".
- **How to Spot**: Offers you water. Agreeable. Asks "What do the neighbors think?".
- **How to Sell**:
- **Do**: Build trust. Show reviews/testimonials. Mention neighbors by name. Guide them gently.
- **Don't**: Be aggressive. Use fear tactics.
- **Closing Line**: "Mr. Jones down the street is really happy with his setup. I want to make sure you're taken care of just like him."

■ The TIGER (Expressive / Type I)

- **Traits**: Energetic, loud, impulsive, cares about status/appearance.
- **How to Spot**: Talks a lot. Jokes. "Will this look cool?"
- **How to Sell**:
- **Do**: Be enthusiastic. Focus on the "Cool Factor" (High tech, sleek black panels). Let them talk.
- **Don't**: Bore them with math. Be monotone.
- **Closing Line**: "Your house is going to face of the neighborhood with this black-on-black system. It's going to look awesome."

Sales Vocabulary Guide: The Anti-Anxiety Dictionary

Words carry emotional weight. In sales, we want to minimize ****Fear/Anxiety**** (which triggers the "Flight" response) and maximize ****Confidence/Certainty****.

■ Words to Avoid (The "Fear" List)

These words trigger subconscious alarms in the homeowner's brain.

| The Word | Why it Hurts |

| :--- | :--- |

| ****"Sign" / "Contract"**** | Sounds binding, legal, and trapped. "I don't want to sign anything." |

| ****"Cost" / "Price"**** | Implies loss. Money leaving their pocket. |

| ****"Buy" / "Purchase"**** | Implies a big decision. Spending money. |

| ****"Deal"**** | Sounds like a used car salesman. Cheap. |

| ****"Appointment"**** | Sounds like a chore. Like the dentist. |

| ****"Pitch"**** | "I'm going to pitch you." Sounds aggressive. |

| ****"Submit"**** | Sounds submissive. Giving up control. |

| ****"Down Payment"**** | Instant wallet closer. |

| ****"Cheap"**** | Implies low quality. |

■ Words to Use (The "Confidence" List)

These words are neutral or positive. They imply progress and safety.

| The Replacement | The Psychology |

| :--- | :--- |

| ****"Authorize" / "Paperwork"**** | "Just authorize the site survey." Sounds like standard procedure. |

| ****"Investment" / "Total"**** | "The total investment is..." Implies return. |

| ****"Own" / "Go Solar"**** | "When you own your power..." Empowering. |

| ****"Agreement" / "Program"**** | "The net metering program." Sounds organized. |

| ****"Visit" / "Stop By"**** | "I'll stop by just to drop off the report." Low pressure. |

| ****"Proposal" / "Design"**** | "I'll show you the design." Informational. |

| **"Process"** / **"See if you qualify"** | **"Let's process the application to see if you qualify."** You are the prize. |

| **"Initial Investment"** | Softer than **"Down Payment"**. |

| **"Affordable"** / **"Economical"** | Implies value, not junk. |

■ Phrases that Kill Sales vs. Build Trust

■ The Killer: "I need to get you to sign this contract so we can close the deal."

■ The Builder: "We just need to **authorize** the paperwork to get the **site survey** scheduled. It's just to see if the roof **qualifies**."

■ The Killer: "The cost is \$30,000 to buy the system."

■ The Builder: "The total **system value** is \$30k, but remember, the government picks up 30% of that, so your **net investment** is much lower."

■ The Killer: "I'm going to follow up with you next week."

■ The Builder: "I'll **check in** next week to give you an update on the permission to operate."