

Day 2: Hunting & Prospecting

Territory Management & Opening the Deal

Antigravity Solar Sales Training

Module 9: Territory Management & Canvassing



■ Avatar Intro Script

******(Scene: Map on the wall or a tablet displaying a route. Energetic and strategic.)******

"You can have the best script in the world, but if you're knocking the wrong doors at the wrong time, you're going to fail. Module 9 is about working smart. We're going to talk Territory Management. I'll teach you the 'Cloverleaf' pattern so you never waste gas driving back and forth. We'll also build 'The Perfect Day' schedule, so you know exactly what to do from the moment you wake up. Let's maximize your efficiency."

******"Amateurs work hard. Professionals work smart."******

1. The Cloverleaf Strategy

Don't drive aimlessly. Pick a center point (e.g., a current install or a new permit) and work in loops around it.

- ****Loop 1 (Immediate Neighbors)****: "Hey, we're working on Mrs. Jones's house..."
- ****Loop 2 (The Next Street)****: "We're going to be in the area..."
- ****Benefit****: You stay close to your social proof.

2. Digital Door Knocking

When it rains or gets dark, the work doesn't stop.

- ****Nextdoor/Facebook Groups****: "Hey neighbors, I'm the guy who helped the Smiths on Elm St go solar. If anyone has questions, I'm happy to help."

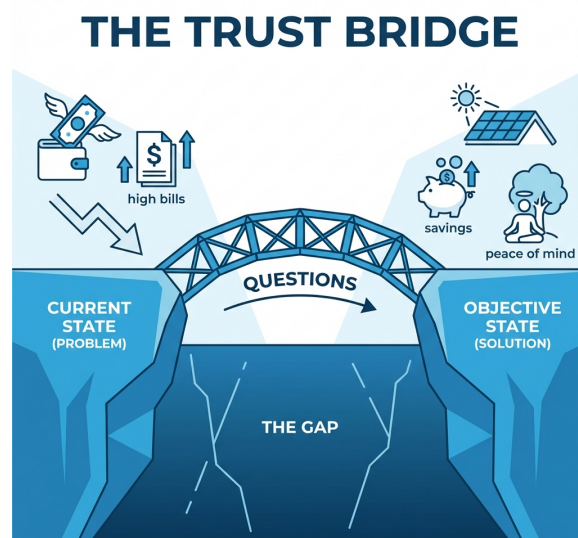
- **Geofencing Ads**: Target ads to the specific neighborhood you are canvassing.

3. The Perfect Day Schedule

- **9:00 AM - 11:00 AM**: Personal Development (Gym, Reading).
- **11:00 AM - 1:00 PM**: Admin/Follow-up Calls (Don't knock yet, nobody is home).
- **1:00 PM - 3:00 PM**: "Golden Hours" Prep / Lunch.
- **3:00 PM - 7:30 PM**: **THE SHOWTIME**. Knocking doors. This is 90% of your income.

(Timeline Infographic: Morning (Prep) -> Afternoon (Admin) -> Evening (Knocking/Money Time))

Module 2: The Art of Connection (NEPQ Style)



■ Avatar Intro Script

******(Scene: Casual but professional setting. Avatar leans in slightly, speaking in a lower, more conversational tone.)******

"Stop selling. Seriously. The moment you sound like a salesperson, you lose. In Module 2, we're going to learn the 'Art of Connection'. We'll use techniques like Neuro-Emotional Persuasion Questioning—or NEPQ—to lower your prospect's resistance. You're going to learn how to be a 'Problem Finder', not a product pusher. Let's learn how to build that bridge of trust."

"The moment you start acting like a salesperson, resistance goes up. The goal is to act like a Problem Finder.**"** – Inspired by NEPQ

1. Dropping the Sales Persona

Traditional selling tells you to be excited and pitch early. NEPQ (Neuro-Emotional Persuasion Questioning) tells us to be calm, curious, and skeptical.

The "Anti-Sales" Approach

Instead of: * "Hi! I'm [Name] with [Solar Company], and we're saving your neighbors money!"*
(Triggers: Salesman Alarm)

Try: * "Hi... I'm just looking for [Name of Owner]? ... Oh, you're the owner? Okay, I wasn't sure if I had the right house... (Pause). I was just stopping by because..."*

2. The Bridge of Trust

You must build a bridge from ****Where they are now**** (Current State) to ****Where they could be**** (Objective State). The gap is the Problem.

Phase 1: Connection Questions

Goal: Lower resistance and get them talking about their situation.

- "I'm not even sure if we can help you yet, but..."
- "How long have you lived in the home?"

Phase 2: Problem Awareness Questions

Goal: Get them to realize they have a problem (High bills, uncertainty).

- "Do you feel like your utility rates are staying the same, or are they creeping up on you?"
- "What do you think happens if you **don't** do anything about that?"

3. Solution Awareness

Once **they** admit the problem, **they** want the solution.

- "So, if there was a way to lock in a lower rate and own your power instead of renting it... would you be open to looking at that? Or are you happy with the utility company?"

4. Consequence Questions

- "What happens in 5 years if the rates keep going up 10% a year and you're still renting power?"

(Diagram: Current State (Sad/High Bills) --[Bridge of Questions]--> Objective State (Happy/Solar Savings))