Day 1: The Foundation

Mindset, Solar Basics, and Project Lifecycle

Antigravity Solar Sales Training

Module 1: The Solar Mindset

■ Avatar Intro Script

(Scene: Professional, warm, well-lit virtual office background. Avatar is friendly and confident.)

"Welcome to Module 1. Before we talk about watts or kilowatts, we need to talk about *you*. Success in solar isn't just about what you know; it's about who you are. In this module, we're going to build your 'Solar Mindset'. We'll cover how to handle rejection not as a failure, but as a stepping stone. We'll also set the goals that will drive you every single day. Let's get your foundation right."

"You can have everything in life you want if you will just help enough other people get what they want." – Zig Ziglar

1. The Foundation of Solar Success

Success in solar sales isn't just about scripts or closing techniques; it's about **Who You Are**. Your attitude determines your altitude.

The Solar Professional's Creed

1. **Integrity First**: I will never sell a system that doesn't benefit the homeowner.

2. **Service Mindset**: I am here to serve, not to take. My commission is a byproduct of the value I create.

3. **Belief**: I believe in the power of solar to change lives and the planet. My conviction is contagious.

2. Reframing Rejection (The Ziglar Way)

In solar, you will hear "No" more often than "Yes". This is not personal. Reframing is the key to resilience.

| The Old Thought | The Solar Professional's Reframe |

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| "They rejected me." | "They just rejected the offer *for now*. I haven't found their 'Why' yet." |

| "I'm annoying them." | "I have a solution that can save them thousands. I have an obligation to share it." |

| "This is too hard." | "This is building my character. Every 'No' brings me closer to a 'Yes'." |

***Tip**: Treat every "No" as a stepping stone. A "No" is simply a request for more information or a sign that trust hasn't been established yet.*

3. Goal Setting: Validating Your "Why"

Zig Ziglar taught that you need a target to hit.

The 7-Step Goal Setting Formula

1. **Identify the Goal**: (e.g., "Install 10kW of Solar this month")
2. **List the Benefits**: (e.g., "$3,000 commission, helping 5 families go green")
3. **List the Obstacles**: (e.g., "Fear of knocking, lack of product knowledge")
4. **List the Skills Required**: (e.g., "Mastering the door approach, understanding net metering")
5. **Identify People/Groups to Help**: (e.g., "Sales Manager, Installation Team")
6. **Develop a Plan**: (e.g., "Knock 50 doors/day, Roleplay 30 mins/day")
7. **Set a Deadline**: (e.g., "By the 30th of the month")

4. Attitude is Everything

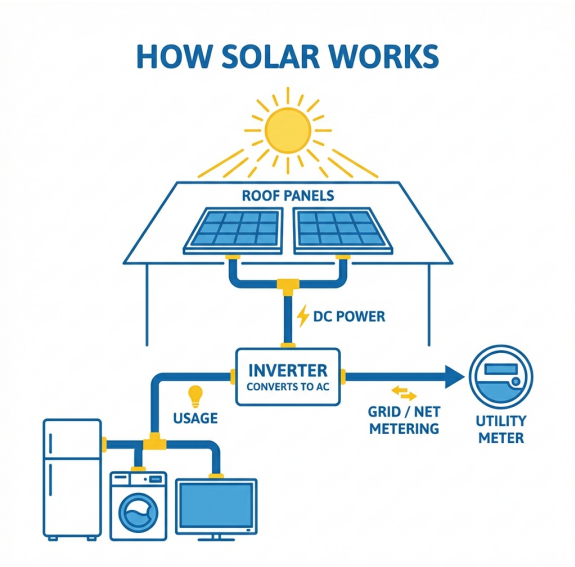
Your prospects mirror your energy. If you are dull, they are bored. If you are enthusiastic, they become interested.

• **Check-Up from the Neck Up**: Before you knock on a door or dial a number, check your attitude. Are you excited?

• **Automobile University**: Turn your car into a learning center. Listen to sales training (like this!) instead of the radio.

(Image showing steps: Attitude -> Work Ethic -> Skill -> Results)

Module 6: Solar Technical Mastery



■ Avatar Intro Script

(Scene: Next to an installation diagram or holding a solar cell. Tech-savvy but accessible.)

"You can't sell what you don't understand. But you also can't sell if you sound like an engineer. In Module 6, we're mastering the tech. I'll explain the difference between String Inverters and Micro-inverters so you can explain it to a 5-year-old. We'll also decode the confusing language of Utility Bills—Demand Charges, Time of Use, delivery fees. By the end of this module, you'll be the smartest person in the room, without sounding like a robot."

"Confidence comes from competence. Know your product."

1. How Solar Works (The 30-Second Explanation)

1. **Sunlight hits panels** (DC Power).
2. **Inverter converts it** (AC Power - what the home uses).
3. **Home uses power first**.
4. **Extra power goes to Grid** (Net Metering credits).
5. **Night time**: You pull from the grid using your credits.

2. Inverters: The Heart of the System

- **String Inverter**: Like Christmas lights. One goes out (shade), the whole string suffers. Cheaper, but less efficient in shade.

• **Micro-inverters**: Each panel works independently. If one is shaded, the rest are fine. Safer, more efficient, longer warranty. (We prefer these!).

3. Decoding the Bill

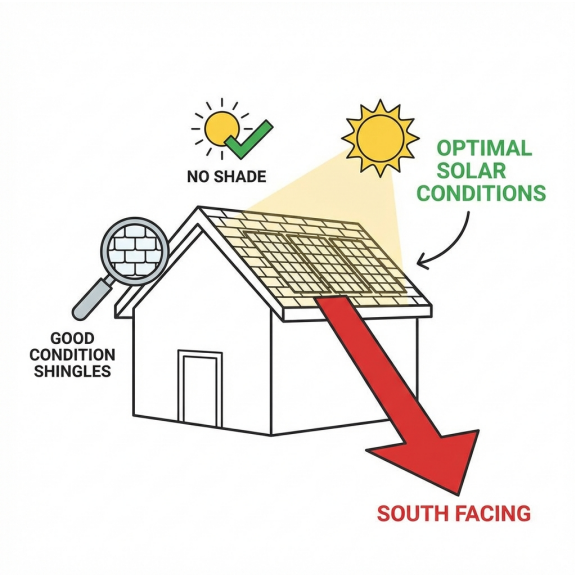
• **kWh (Kilowatt-hour)**: The amount of "fuel" you used. (What you pay for).

• **kW (Kilowatt)**: The speed/size of the engine.

• **Time of Use (TOU)**: Power is more expensive when demand is high (4pm-9pm). Solar helps avoid these peak rates.

(Schematic: Sun -> Panels -> Inverter -> Home -> Grid)

Qualifying Homes: The "Perfect" Solar House



Not every house is a solar house. As a beginner, you need to know which doors to knock and which to skip.

1. The Roof (The Engine)

- **Azimuth (Direction)**:
- ■ **South**: The Gold Standard. Best production.
- ■■ **West**: Excellent. Catch the late afternoon sun (Peak TOU rates).
- ■ **East**: Good. Morning sun.
- ■■ **North**: **Avoid**. In the US, North roofs get almost no direct sun.
- **Material**:
- ■ **Composite Shingle**: Easy. Standard.
- ■ **Concrete Tile**: Common in CA/AZ. Double-flash method needed.
- ■ **Metal (Standing Seam)**: Easy clamp attachment.
- ■ **Wood Shake**: Fire hazard. Impossible to insure. Skip.
- ■ **Slate/Clay**: Very fragile. High beakage risk. Skip unless expert.
- **Condition**: If the roof looks like it's falling apart (missing shingles, sagging), they need a new roof first. Solar lasts 25 years; the roof must too.

2. Shading (The Enemy)

- **Trees**: A massive oak tree covering the South roof kill production.
- **Chimneys/Vents**: Small obstructions are okay, but minimize panel space.

• **Neighbors**: Is the 2-story house next door casting a shadow?

3. The Electrical Panel (The Gateway)

• **Location**: Usually on the side of the house or garage.

• **Amperage**:

• **200 Amp**: Perfect. Ready for anything.

• **100 Amp**: Common in older homes. Might need an **MPU (Main Panel Upgrade)** (~$2,500 cost) if adding a large system or EV charger.

• **Brand**:

• ■ **Zinsco / Federal Pacific**: Fire hazards. MUST be replaced.

4. The Bill (The Pain)

• **Target**: High Bills ($150+).

• **Low Bills**: If their bill is $50/mo, solar likely won't save them money (Minimum fees apply).

• **CARE/FERA**: Low-income rate programs are hard to beat.

The Solar Project Lifecycle

Understanding the steps **after** the sale is critical. This builds confidence. You aren't just selling a dream; you are managing a construction project.

Phase 1: The Sale (Days 0-3)

1. **Consultation**: You present the design and savings.
2. **Credit Check**: Soft check to verify financing eligibility.
3. **Agreement**: Homeowner signs the Installation Agreement & Loan/PPA docs.
4. **Welcome Call**: Financing bank calls to verify identity.

Phase 2: Survey & Design (Days 4-14)

1. **Site Survey**: A tech comes out to measure the roof, check the rafters, and inspect the main electrical panel.
2. **Final Engineering**: CAD designers create the "Permit Pack" - the official blueprints of the system.

- *Note*: Sometimes the design changes here if the roof measurements were slightly off.

Phase 3: Permitting (Days 14-45)

- **Submission**: We submit the blueprints to the City/County and the HOA (if applicable).
- **The Wait**: Bureaucracy. We cannot control this speed.
- **Approval**: The city stamps the plans. We have the "Green Light" to build.

Phase 4: Installation (Day 45-50)

- **Material Delivery**: Panels and rails arrive.
- **Install Day**: The crew arrives (usually 7am). Most residential installs take 1-2 days.
- **The Look**: The system is on the roof, but **cannot be turned on yet**. (This is a common frustration point - manage expectations!).

Phase 5: Implementation (Day 50-60)

1. **Final Inspection**: The City Inspector comes out to verify the work matches the blueprints.

2. **Net Metering Application**: We send the inspection card to the Utility Company.

3. **PTO (Permission to Operate)**: The Utility installs a "Net Meter" (bi-directional meter) and sends an email saying "You are live!".

Phase 6: Activation (Day 60+)

- **System Turn On**: YOU (The Agent) should go to the house to flick the switch. It's a celebration!
- **Monitoring Setup**: Help them download the app (Enphase/SolarEdge) to track their production.