

# **Day 5: Objections & Closing**

Turning No into Yes

Antigravity Solar Sales Training



## Module 4: Mastering Objections



### ■ Avatar Intro Script

**\*\***(Scene: Professional studio. Avatar looks understanding and calm.)**\*\***

"What happens when they say 'No'? Do you panic? In Module 4, we're Mastering Objections. Using techniques from legends like Tom Hopkins, we'll learn that a 'No' is just a request for more information. I'll teach you the 'Porcupine' technique and how to use 'Feel-Felt-Found' to turn skeptics into believers. Let's turn those objections into opportunities."

**\*\***"Resistance is not a stop sign. It's a signpost saying 'Help me understand'."**\*\*** – Tom Hopkins Philosophy

### 1. The Psychology of "No"

An objection is a defense mechanism. Do not fight it. Align with it.

#### ***The "Porcupine" Technique***

When a prospect asks a question, answer with a question to uncover the real concern.

- **\*\*Prospect\*\***: "Does this come with a battery?"
- **\*\*You (Porcupine)\*\***: "Are you looking for backup power when the grid goes down?"
- **\*Why?\*** If you just said "Yes", the conversation ends. By asking, you open a new door.

### 2. Feel - Felt - Found

The classic empathy bridge. It validates their feelings without agreeing with their wrong conclusion.

- **Objection**: "It costs too much."
- **Response**:
- **Feel**: "I understand exactly how you **feel**."
- **Felt**: "Many of my best customers **felt** the same way when they first looked at the total number."
- **Found**: "But what they **found** was that by swapping their bill, they actually started saving money from Day 1, with zero money out of pocket."

### 3. Creating the Cycle of Agreement

Get them saying "Yes" to small things, so it's easier to say "Yes" to the big thing.

- "You want to lower your bills, right?" (Yes)
- "You don't like rate hikes, correct?" (Yes)
- "If we could freeze your rate, that would be good, wouldn't it?" (Yes)

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\*(Infographic: The Attack (Objection) -> The Pivot (Empathy/Question) -> The Throw (Solution/Close))\*

## Module 5: Closing with Confidence

Decision Matrix: Energy Future	
DECISION MATRIX: UTILITY vs. SOLAR INVESTMENT	
Option A: Utility (Do Nothing)	Option B: Solar (Take Action)
❌ Rent Forever (Rising Costs)	✅ Own Power (Energy Independence)
❌ Inflation (Unpredictable Bills)	✅ Fixed Rate (Predictable Savings)
❌ 0 Equity (No Asset Growth)	✅ Increase Home Value (Asset Growth)
❌ Dependent on Grid (Vulnerable)	✅ Environmental Impact (Sustainable)
❌ NEGATIVE OUTCOME: Financial Drain	✅ POSITIVE OUTCOME: Financial Freedom
Conclusion: Option B (Solar) offers long-term benefits, control, and financial security, while Option A (Utility) leads to perpetual costs and lack of ownership.	

### ■ Avatar Intro Script

**\*\***(Scene: Executive office or boardroom. Avatar is confident, professional, and reassuring.)**\*\***

"You've built rapport, explained the value, and handled the objections. Now, it's time to lead them to the finish line. Module 5 is about Closing with Confidence. Many salespeople freeze here, but not you. We'll learn the 'Assumptive Close'—where we act as if the decision is already made. We'll also use the 'Decision Matrix' to logically show that doing nothing is the most expensive option. It's time to get the ink."

**\*\***"The close is not something you do TO people; it's something you do FOR people."**\*\*** – Zig Ziglar

### 1. The Assumptive Close

Don't ask **\*if\*** they want to buy. Ask **\*how\*** they want to proceed.

- **\*\*Weak\*\***: "So, do you think you want to sign up?"
- **\*\*Strong\*\***: "So, looking at the calendar, I have appointments for the site survey on Tuesday at 2 PM or Wednesday at 10 AM. Which one works better for you to get the engineers out here?"

### 2. The Decision Matrix (Ben Franklin Close)

When they are on the fence, make it visual.

**\*\***Option A: Do Nothing (Utility)**\*\***

- Risks: Rates go up ~5-10%/year.
- Cost: 100% loss (Rent).
- Equity: \$0.
- Control: None.

**\*\*Option B: Go Solar\*\***

- Risks: None (Performance Guarantee).
- Cost: Less than current bill (Fixed).
- Equity: Increases home value.
- Control: 100%.

### **3. The Paperwork Walkthrough**

Don't make it a contract. Make it "Getting approved".

- "Okay, let's just get the basic info down to see if the roof qualifies for the incentives. It's just a soft credit check to see if we can get you that 30% coupon."

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\*(Chart comparing 'Sticking with Utility' (Risks/Costs) vs 'Going Solar' (Benefits/Equity))\*