

### 1. **\*\*Company Information:\*\***

GreenPower Solutions is a leading player in the renewable energy industry, committed to offering clean and cost-effective solar solutions for homes and businesses. Founded in 2015, we have been instrumental in advocating the widespread adoption of solar energy, improving the quality of life, and contributing to a sustainable future.

#### **\*\*Our Mission:\*\***

"To deliver affordable, reliable, and efficient solar energy systems that contribute to a cleaner and more sustainable environment."

#### **\*\*Our Values:\*\***

- Customer Focus
- Innovation
- Quality
- Integrity
- Sustainability

### 2. **\*\*Product Knowledge:\*\***

#### **- \*\*Solar Panels:\*\***

Our solar panels feature high-efficiency monocrystalline cells, ensuring maximum power output. Designed for optimal performance in various weather conditions, they come with a robust build for a long lifespan. Power ratings range from 320 to 400 watts, and our sales representatives guide customers to choose the right panel size based on their energy needs, roof size, and budget.

#### **- \*\*Solar Inverters:\*\***

We provide two types of inverters: string inverters and microinverters, each with unique advantages. String inverters are suitable for uniform sunlight, while microinverters excel in complex installations. Helping customers choose the right inverter is part of our commitment to tailor solutions to their needs.

#### **- \*\*Solar Batteries:\*\***

Our lithium-ion solar batteries are known for high efficiency, a long lifespan, and deep discharge capabilities. Matching the battery capacity to the customer's energy usage patterns is crucial, emphasizing the benefits of energy independence, greater savings, and a reliable power supply.

#### **- \*\*Solar Monitoring System:\*\***

Our digital solar monitoring system enables customers to track their system's performance in real-time, fostering transparency and control. It provides data on power output, energy consumption, and stored solar energy, accessible remotely via smartphones or computers.

### 3. **\*\*Offers and Discounts:\*\***

- **Early Bird Discount:**

For proactive customers signing contracts within the first week of inquiry, we offer a 15% discount on the total cost of any solar energy system during August 2023.

- **Referral Discounts:**

Our Referral Discount program rewards both existing and new customers. Existing customers receive a \$500 discount or cash rebate for each successful referral, with special incentives for multiple referrals within a year.

#### 4. **Payment Plans:**

- **Cash Purchase:**

Customers can opt for a cash purchase, paying the full amount upfront, leading to the highest long-term savings. Keep an eye out for cash discounts available through promotions.

- **Financing:**

We've partnered with trusted finance companies to offer low-interest financing options, enabling customers to pay over an agreed period.

- **Lease:**

Our lease option allows customers to enjoy solar benefits without upfront costs. However, since we retain ownership, tax credits and incentives are not applicable.

- **Power Purchase Agreement (PPA):**

Similar to a lease, customers pay for actual power generated, with Smith Solar handling installation and maintenance.

#### 5. **Common Objections and Solutions:**

- **Cost:**

Emphasize long-term savings and flexible payment plans, including cash purchase, financing, lease, and PPA. Highlight state incentives and tax credits to reduce installation costs.

- **Effectiveness:**

Showcase the high efficiency of our monocrystalline solar panels and provide performance data from similar installations in various conditions.

- **Installation:**

Assure customers of our professional installation team handling all aspects, backed by a comprehensive warranty.

#### 6. **CRM & Lead Processing:**

- **Lead Entry:**

Enter lead information promptly, including name, contact details, source, and the responsible representative.

- **Lead Tracking:**

Regularly update lead status in the CRM, from initial contact to won or lost opportunities.

- **Task Management:**

Use the CRM for effective task management, including scheduling appointments, setting reminders, and tracking milestones.

## 7. **Follow-Ups:**

- **After First Contact:**

Initiate follow-ups within 24-48 hours to address questions, provide information, and schedule further engagement.

- **Post-Quotation:**

Schedule a follow-up within 3-5 business days after sending a proposal to discuss details and address concerns.

- **After Installation:**

Conduct a follow-up 1-2 weeks post-installation to ensure customer satisfaction and introduce the referral program.

## 8. **Referral Program:**

- **Referral Entry:**

Enter referral information into the CRM with the referrer's consent, respecting privacy.

- **Referral Tracking:**

Monitor the referral's progress through the sales process, updating interactions regularly.

- **Reward:**

Offer transparent rewards to referrers upon successful installation, fostering customer satisfaction and encouraging further referrals.

## 9. **Compliance and Best Practices:**

- Always uphold GreenPower Solutions' values and mission.
- Ensure customer privacy and data security.
- Be transparent about product costs, benefits, and limitations.
- Continuously update your product knowledge and skills.

Remember, the goal is to help customers understand and embrace the benefits of solar energy, contributing to a cleaner, more sustainable future with GreenPower Solutions.