



Energy Deregulation – Stand Alone Form Fill Approach

Description

Energy Deregulation – Stand Alone Form Fill Approach:

Even on their best day, long-form, real-time solar leads only close at 15%! Many times it's much lower. This means 85%+ of these people still need information. With heavy competition and misinformation about the benefits of solar consumers may clam up! There are many reasons the consumer did not buy from the first salesperson they spoke with: They may not have known about tax credits for solar systems, the first salesperson was too pushy after his 10th cup of espresso, or the consumer had their "Sales" shield up knowing it was a sales call!

That's why a quality control/customer service type approach works. When investigating a solar lead's previous experience first, your staff can get to the *real* reason they didn't buy within the first minute of the call. Use this ammo to help the consumer solve their needs and build trust.

Step 1: Establish A Quality Control Call



Make this a quality control call • Not a sales call. Embrace the part of •Quality Control • with a smile and voice inflection • high-pitched like you just inhaled helium! If the consumer attempts to hang up • be sure to establish that you are just looking for information and trying to help.

•Good Morning/Afternoon/Evening is this (NAME)? Hey NAME this is (REP) in the quality control department of (Energy Martians) •It looks like you spoke to someone a while back about a solar system • however, I know theyâre expensive. I have an alternative to save you money without any additional monthly payments if you have a couple of minutes.

•What is this about?• •Who are you?• •Did I speak with you?•

•Not trying to sell you anything•it looks like you spoke to SOMEONE about a solar system for your home to eliminate your power bill •but the system may have been too expensive, I have an alternative where we have pre-negotiated bulk energy rates with major power providers in your area • do you have a few minutes?

Step 2: Interview for Information

Get the solar lead to talk about what happened. What were they trying to do•!..back then? • Did they get it accomplished?

If the response is •Did not accomplish•

•Iâm glad I called you • in the quality control department *I have access to discounts and additional pricing options others donât have access to*•!what if you could pay less for power?

GO INTO PITCH

If the response is •Accomplished•

•Iâm happy to hear that. But how much are you paying for power? I just to make sure you have the best possible program. We have access to products and programs others donât have access to!

INTERVIEW ON PROGRAM

Suggested Automated Dialer Systems:

- www.readymode.com (formerly known XenCall)
- <https://www.five9.com>

Sample [Solar Leads](#) texting Script:

DISCLAIMER: This is for information only. We are not legal representatives. Please check with your legal counsel to ensure texting fits into your overall marketing plan.

Suggested Systems for SMS Marketing:

- www.salesmessage.com (the reliable, reasonably priced Toyota Camry of SMS systems)
- www.sendsonar.com (the Ferrari of SMS systems)

Hi is this <name>?

Yes, who is this?

This is John, I was reaching out to some older inquiries of people asking for discounted power rates without any equipment. I know it's annoying when people call

Could I give you a savings quote? You wouldn't need to pay anything or install any equipment?

- Response

Send a digital business card This is me

(Get them talking) Do you have any green energy solutions now?

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