



Phase 1 Appointment Setting Pitch in English for solar winners
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Stage 1 -Appointment setting, road to \$10K week

Main requirements: Mindset, Confidence, Consistency!

(The purpose of this training is to teach you on how to set an appointment. So your ONLY GOAL is plain and simple that, not trying to sell or answer questions. You will control the situation with questions and showing posture and confidence. You don't hand out business cards or flyers, that will make you loose control. Giving a business card or a flyer to someone you don't know is giving that person permission to blow you off and never call you. So you need to get there info, not them your!! I will send you another training on how to overcome objections and questions. Try to look busy like if you have hundreds of people to help that day, people will respect you for that. If you learn how to use this tool efficiently you will become an expert creating appointments and you will have 50% of your business taken care of. This technique works door to door, on the phone, with friends that you bump into in the supermarket etc. Be strict and do not change anything. Remember, you want your future team members to copy everything over and over generations. You can complement your lead about his home shoes or car very briefly but don't overdo it! I try to be out of the face of that person in 2 minutes, if you stay more than 5 minutes your done! Many people suffer from what we call " bucal diarrhea " , a disease that will kill your possibility in converting this into a sale!

English script

Good afternoon, my name is _____, sir/ Mom, I noticed you have one of the few perfect roofs. Are you aware that the government is giving out hefty cash incentives to homeowners who wish to move from dirty and polluting energy to clean and safe energy? This is actually the last year to qualify for it. Now, In order to qualify, there's only 3 requirements: #1- is that you must be the title holder of the house(customer must be the homeowner) ; #2- you must have a monthly electric bill average payment of at least \$60.00 or more; and #3-you must have paid your bills on time. (a subtle way to say you must have decent credit)

Mr./Mrs. _____, do you own the house? Perfect! You're on your way to qualify for a solar system in which you would not have to pay a dime to have it installed; you will save tons of money on your electric bill; and the government will help you fund it with substantial cash incentives. Needless to say, the value of your home will increase as well. So, in other words sir/mam, you will be able to stop "renting" your electricity and once you finish paying for it, you'll be able to enjoy free energy, forever.

We happen to be installing solar panels in your area to other home owners that took advantage of our zero money down program

Mr./Mrs. Customer, I know you must be as busy as I am today, so I don't want to take much of your time. I'm just scheduling appointments today to guide and educate homeowners on how solar systems work and see if YOU may qualify for the program . (At this moment, have your cell phone calendar open and ask spontaneously without hesitation and start asking and writing) I'm sorry, what did you say your full name is? Phone? Address? (if the person ask for a business card lol at his eyes and tell him:

“ yes , we are a green company so we want to avoid all kind of paper waste, as you see I just carry my phone, (smile when you tell them this) but yes I will send you something , so what was your name? (you need to strengthen this skill with time and practice, the secret is to change the subject at any question avoiding handling control to them showing posture and confidence)

Mr./Mrs. Customer, I see I have a space available at 10:30 in the morning, and another at 6 pm, which one's better for you? (Don't give them but two choices and wait for a response) Great , I will be here at 6pm! It would be very important for your spouse to be present if she's part of the decision making process. (at this time ask for the electric bill and his email address)

By the way, if I can get a copy of your electric bill now, I will come ready to show you the hefty savings as well!

Ok, Mr./Mrs. Customer. I See you tomorrow at 6pm.

Thank you. Bye!

(be direct and confident and always look busy, people will take you with more seriousness if they see you have no time to waste. Do not stay chatting or socializing, just finish and leave. If this takes more than 5 minutes you have been talking too much or allowing the customer to ask questions which will lead to loose control of the situation.) and remember, on stage 1 your only goal is TO SET AN APPOINTMENT and get the bill, IT IS NOT THE MENTOR RESPONSIBILITY HELP YOU GET THE BILL!!

If they give you a break and both spouses are present you can give the Solar presentation slide show and if your good at educating them with it, you will earn the confidence and will sell it easier!

If you repeat this consistently everyday there is no way that you don't close 1 or 2 contracts per week which transform in \$5k to 10 weekly as a Consultant, not bad for helping people to move from renting to owning their electricity.

Answers to objections:

1- If is any question your only answer will be:

“That's a great question, this and any other question will be answered at the appointment!”

The magic here is to say “ that's a great question” that make them feel smart and helps in having them lowering the shield!

1- If the customer tell you anything like this statement :

Oh but I heard the solar panels are expensive, you will tel them:

“ Sir/mom, I used to think like that but things has changed! When I show you how this works , you will see is not like that “

Always make them feel good by saying: “I used to think like that” is the magic word to make them feel

you're like them and make them lower the shield!

Lessons:

1- don't try to sell the day you meet a new lead

2- all questions are answered by saying: This is a great question!

3- All statements are answered by saying: I used to think like that!

4-show posture and confidence and don't worry about the outcome, there's many empty roofs everywhere you look!