

The Legion



**WORK THE HOURS
ZERO SELF PITY**

LEGION INVICTA

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2025 Legion Home Setter Pay: Rookie



Rookie				
Qualified Sets (QS)	Closed	Installed/4 weeks	Monthly Production	Production Bonus
\$25	\$200	2% Contract Value	1	\$0
\$25	\$200	2% Contract Value	2	\$100
\$25	\$200	2% Contract Value	3	\$125
\$25	\$200	2% Contract Value	4	\$150
\$25	\$200	2% Contract Value	6+	\$200
Commencement Bonus	\$1,000			
2 Closes and 1-in-5 to qualify for commencement				
Rookie Example				
1 QS/Day	Units	Monthly pay		
QS Pay	22	\$550		
Closed Pay	5.5	\$1,100		
Install	5	2000		
Production Bonus	5	\$1,000		
Commencement Bonus	1	\$1,000		
		\$5,650		

Qualified Set Criterion: 1. Appointment set with ACTUAL home owner; 2. Gathered phone and email; 3. Return appointment within three (3) business days

2025 Legion Home Setter Pay: Veteran



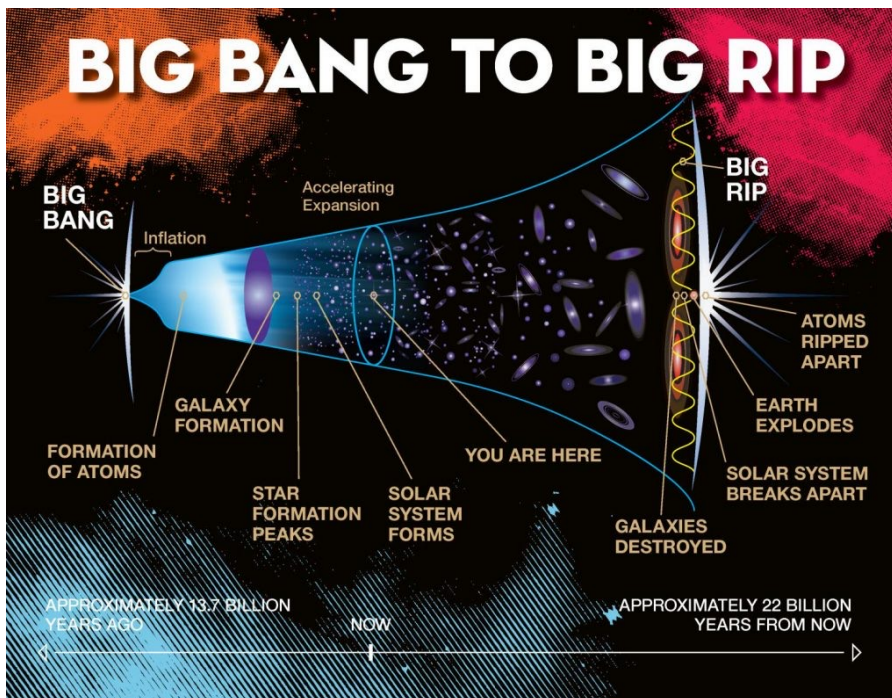
Veteran				
Qualified Sets (QS)	Closed	Installed	Monthly Production	Production Bonus
\$100	\$200	2.5% Contract Value	0-3	\$0
\$100	\$200	2.5% Contract Value	4	\$150
\$100	\$200	2.5% Contract Value	5	\$200
\$100	\$200	2.5% Contract Value	6	\$200
\$100	\$200	2.5% Contract Value	7+	\$200
Veteran Example				
1.5 QS/Day	Units	Monthly pay		
QS Pay	33	\$3,300		
Closed Pay	8	\$1,500		
Install	8	4000		
Production Bonus	5	\$1,000		
		\$9,800		

Qualified Set Criterion: 1. Appointment set with ACTUAL home owner; 2. Gathered phone and email; 3. Return appointment within three (3) business days

Entropy

Entropy is Newton's Second Law of Thermodynamics. Almost everything in your life is influenced and governed by entropy. Simply put, entropy is the universe's penchant of disorder and chaos. The universe is happiest in chaos. Creation is an accident, and the universe is constantly, unrelentingly, trying to destroy everything - including you. Good morning!

A micro example of entropy, is you can work hard at the gym, but you will eventually burn more energy than you contain. This is entropy. A macro example is the aging process. You can work all your life to be robust and healthy, but eventually, the forces of time and nature will push back against you harder.



Simply put, entropy is the concept that disorder and chaos always increases with time.

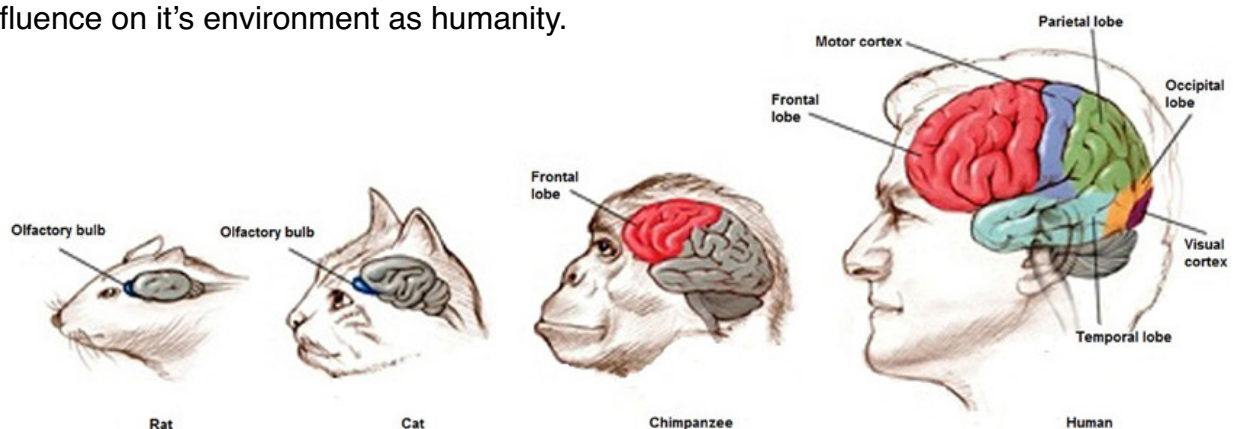
The aging process is entropy



<— Entropy AF going on over here

As human beings, we are walking contradictions. Evolution, God, Gods, whatever, has produced a being that has all the mental feelings, impulses and neural anatomy of an animal, whilst being endowed with the known universe's most powerful organ - a prefrontal cortex. This is the creativity center of your brain. We are the only creatures on earth to possess this in full development.

With the endowed enrichment of a frontal lobe, also known as the higher brain, we are able to think outside ourselves and tame our emotions, or unleash them in ways animals are incapable of thinking of. We are nature's greatest creation, possessing both unbelievable capacity to love and create, or unrivaled capacity to destroy. No other creature has as much of an influence on it's environment as humanity.



This dichotomy is what has made us as a species so successful. In a universe and a world that is fueled by entropy, the only way to succeed and grow, is to violently push back. Civilization did not happen passively.

This is how you need to approach your areas. Either you win the day, or the day wins you. Instead of thinking like an employee - someone who shows up, takes zero ownership, and goes home - think like a business owner where your time and energy is the resource. How are you going to be with your time? How effective are you going to be? Again, what is your purpose?

After all, both humans and Beavers build dams. While fundamentally the same, the beaver dam is built for one purpose - shelter. Humanity builds dams for shelter, farming, electricity, safety, preserving wildlife, water storage, and many more reasons.



I don't want to disparage the humble beaver. They WORK hard and utilize their capacities to the fullest. But you, are not an animal. Therefore, are you going to perform like an animal, just show up, do the work and mail it in? Or are you going to push back against the awesome forces of nature, and create multiple benefits out of single actions.

Sadly, a lot of reps aren't even beavers. Simply doing the work consistently, will produce results. I'd rather be part of an office full of beavers than an office full of sloths. But I'd rather run an office of hunters, who know their purpose, think like a business and know what they want.

Being a Beaver will net you six-figures annually in this job. Utilizing your capacities as Nature's greatest creation, will earn you millions. Barring tragedy, success is guaranteed when violently pushing back against entropy.



Entropy is the grind. Embrace the suck. Fight while you can. Rage against it while you still have breath, cause one day, you wont.

Building Momentum and Recognizing Early Successes in Failure

Just as entropy is Natural Law, so also is Momentum. An object at rest stays at rest, unless acted on by an outside force. Once an outside force is applied, the object begins to move. Momentum only follows action.

A great example of momentum is to think of making a tiny snowball on the top of a mountain. At first, the snowball sits in your hand, motionless. However, by applying a tiny bit of force to the snowball on a downward slope, that tiny snowball not only begins to roll, but it grows in size and mass. As it increases in size and mass, it also increases in weight. This causes the snowball to not only roll faster, but grow at an accelerated rate, exponentially picking up more snow and momentum as it tumbles and grows.

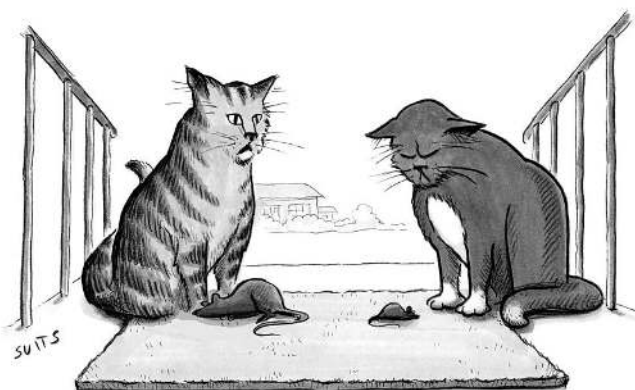


The same is to be said of success. The first few steps are the hardest. Sometimes the proverbial snowball of success stalls after getting pushed. Sometimes it rolls for a minute and hits a tree. Sometimes it breaks apart immediately. But if you don't climb the mountain, step up to the edge and try, you will never begin to build momentum. Therefore, the first step to building momentum, is making the commitment to do. Do the work. Set aside the time to knock. Hike to the top of your mountain, bend over, pick up that freezing snow in your hand, ball it up, and try.

Part of this first step, is recognizing what momentum and success looks like. As a rookie, momentum is not built with sets. Momentum is built by consistently putting the time in. A hard day's work, pushing past your comfort zone, pitching over and over, is a huge win.

You are going to fail *a lot* when you begin. A lot. You will receive far more no's than yeses. This can and will be discouraging. However, a hard days work as a 1099 self-employed business owner, is it's own reward. Time in, equals production out. Failing forward, building callouses to the rejections, adapting your process and putting in the time, will yield demonstrable results. Those "no's" are successes, because you're doing the work and putting in the time to get better. The only reason you got told no, was you earned it.

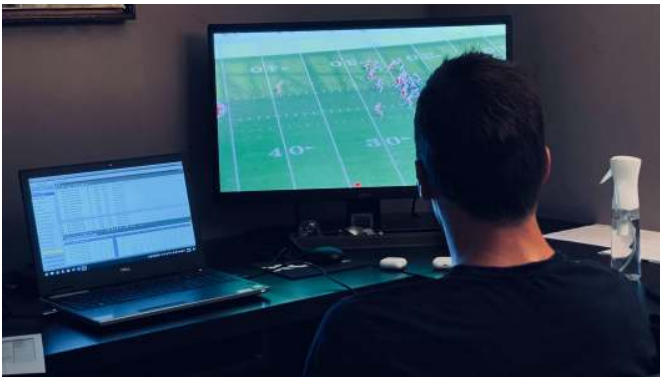
Simply put, the first step to building momentum is making the decision to put the work in and executing it. Do not get down on yourself for a perceived lack of success or production. Trust the process and your leaders. It is their job to guide you. Comparing yourself to others is a great way to never be happy, develop resentments and make yourself discouraged.



"Comparison is the thief of joy, Mittens."

The next step in building momentum, is understanding and appreciating that a truly successful day on the doors is earned the night before. New reps should write out their pitch every night during their first week. They should be rehearsing their pitch out loud, to themselves in the mirror and to anyone that will listen every day for the first month. Record your pitch. Listen to it while in the car, working out, wherever. This will breed confidence, which will transfer to the doors.

This is like a professional athlete watching game film. Peyton Manning and Tom Brady spent an average of ten hours watching game film for every game-hour they played. No one makes life-changing money just mailing it in. Success does not begin on game day, but rather the days and nights before.



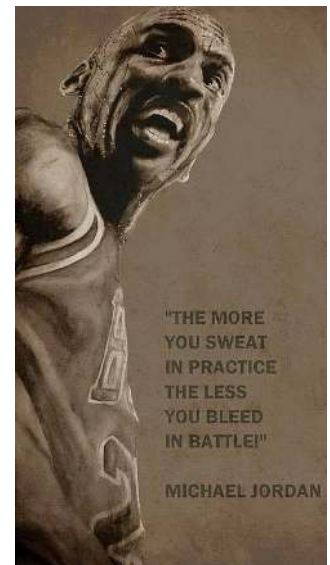
The greatest living America, Thomas Edward Patrick Brady Jr., preparing to do the Lord's work on the Sabbath by watching film



The final piece of momentum is combining all of these developing skills, hardening the good habits and getting sets. Commitment + Preparation/Training = Confidence.

It is that earned confidence that brings success. It really doesn't matter what you say on the doors (to an extent), as long as you are saying it with confidence and putting in the time. That confident energy and enthusiasm will transfer to the prospect. People will sit and close purely because they pick up on your energy and confidence. Adding this confidence to proficiency will build serious momentum and make you deadly.

Success will be your default.



Lastly, sustained momentum comes from having a consistent collection of successes, caused by habitually repeating these steps. A lazy and frankly all too common concept in sales is “what is your why?”, meaning, what is your motivation?

First of all, why is this job so awful that it requires a “why”? What makes this job so difficult that it requires some special incantation of a why? Quite frankly, it’s the greatest job on earth. Salespeople are soft.

Welders don’t wake up in the morning and think about going to work or not. Cops don’t think “What is my reason for putting on this badge today?” Working in this field is a privilege.



“Man, it’s 104 out here today. I’m on a 12 hour shift, I’m covered in mud, filth and oil, but at least I know my ‘why’!”

- No one ever

This job and momentum, is not built around your “why”. It is built around the irrefutable law that time in equals time out. Therefore, WHAT, are you going to be? WHAT are you going to do? Are you going to put the work in, or aren’t you? Are you a \$500,000 annual earner, or aren’t you? Are you a \$60,000 earner? Are you going to mail it in? WHAT you are determines why you are doing this, and at what level.

Your bank account doesn’t care about your why. Your prospects aren’t affected by your why. Both these things, are only affected by WHAT you are. Why is a feeling. What is a fact.

Example of What Success and Momentum Actually Looks Like

For some odd reason, sales leaders love to cite success stories where a sales rep or themselves just “got it” from the beginning. “Yeah, Chris Jones, his first DAY he did four dude!” I’ve seen and heard this story a thousand times.

But for most of us, we aren’t going to do four our first day, and even if we do, we won’t sustain it.

When I started in door-to-door, I was selling home security. My first solo day was June 14th, 2007. I knocked and sold my first ever solo deal that day, and I was elated. Elated! I made more money in one day than I did in a week at my previous job. I took that excitement and energy and sold again the next day. I sold again that Saturday. My manager was stoked. I was a natural!

Sunday came and went. We went to Six Flags. Acted like idiots. Had a blast.

Started back up on monday, and guess what? Sold again! Tuesday, Wednesday, same thing! Six straight days, six straight deals!

But then, on Thursday 21 June 2007, I blanked. Got nothin. Worked all day for free, or so I felt.

Friday, 22 June, same thing. Same with Saturday. 25 hours of working for free, while sweating my butt off and getting rejected.

I shook it off, and just took it easy that Sunday. I’d get it back.

But I didn’t. I blanked the entire next week.

For those keeping score at home, that’s nine straight days of working and getting nothing. Pretty discouraging! I was 2400 miles from home, had \$200 in my bank account, and had enough money to either work for two more weeks and try to produce, or turn around and go home.

But going home and quitting was never an option. While I was in that dry spell, I was practicing my pitch at home. I was rehearsing it with my roommates. I was studying the sales manuals. I was watching recordings of other people’s pitches and writing them out. I was doing all that “night before”, extra-curricular activities to bring success.



Pretty sure this was taken with a flip-phone...summer 2008



The 22 year-old genius in this helmet, is who I shadowed. This isn't rocketry.

So, Monday, 2 July 2007, after nine straight days of blanking, my buddy went out on the doors with me. We started at 1pm. He went first. Dude knocks, gives his pitch, and we sold the first door we knocked on.

I was RELIEVED. Borderline ecstatic. I could’ve just as easily been discouraged. After all, I’d worked my ass off for days and gotten nothing, and this dude just steps in and gets one!

But the reason I was relieved, was because I recognized what he did in that pitch that I was not. I’d put the time in that when the missing piece came by, the right information, I was able to recognize it and grab onto it for dear life. I had “watched enough game film” to realize what I wasn’t doing.

His pitch was almost identical to mine. Nothing spectacularly different. However, he spoke with confidence, like he knew what he was talking about, and as a result painted a vivid, brief and personalized picture of a problem in the neighborhood. This got the prospect's attention, and he was able to hold their attention even more by painting the solution to their problem. He then provided the solution to the problem he just helped this prospect see, by selling them our product.

We left that house, I went to the next door, and sold it.

We then split up. That day, he went on to sell two more. I sold one. I wound up selling 13 that week, the best week any rookie in our office had all summer. Only one experienced rep sold more in a week than I did, and he put in 14. I was pissed.

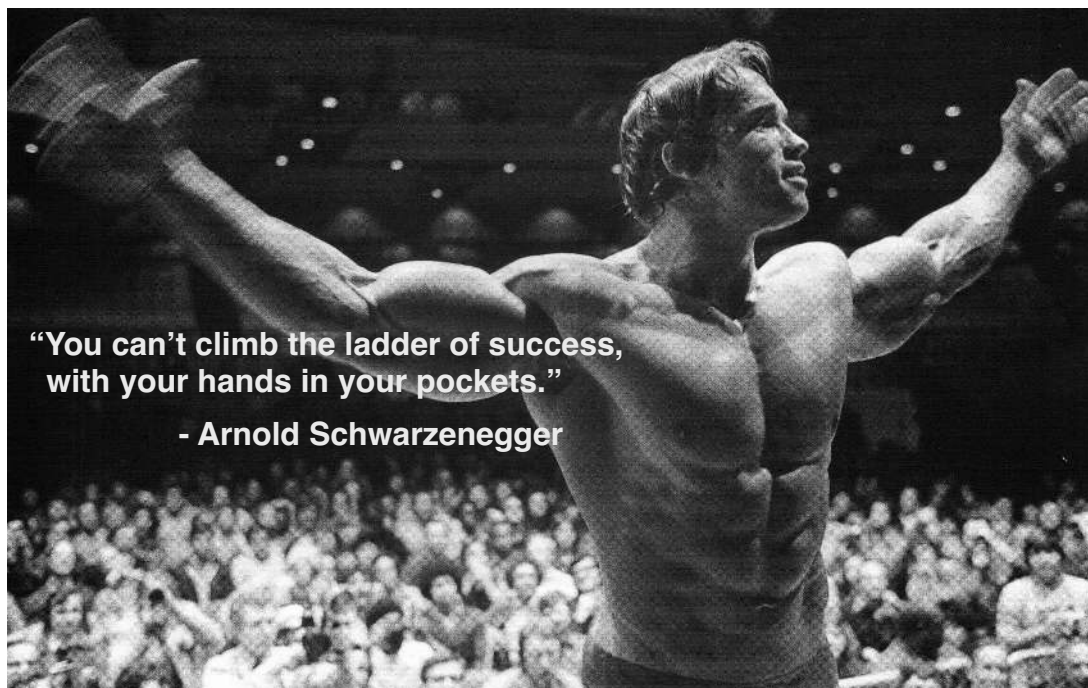
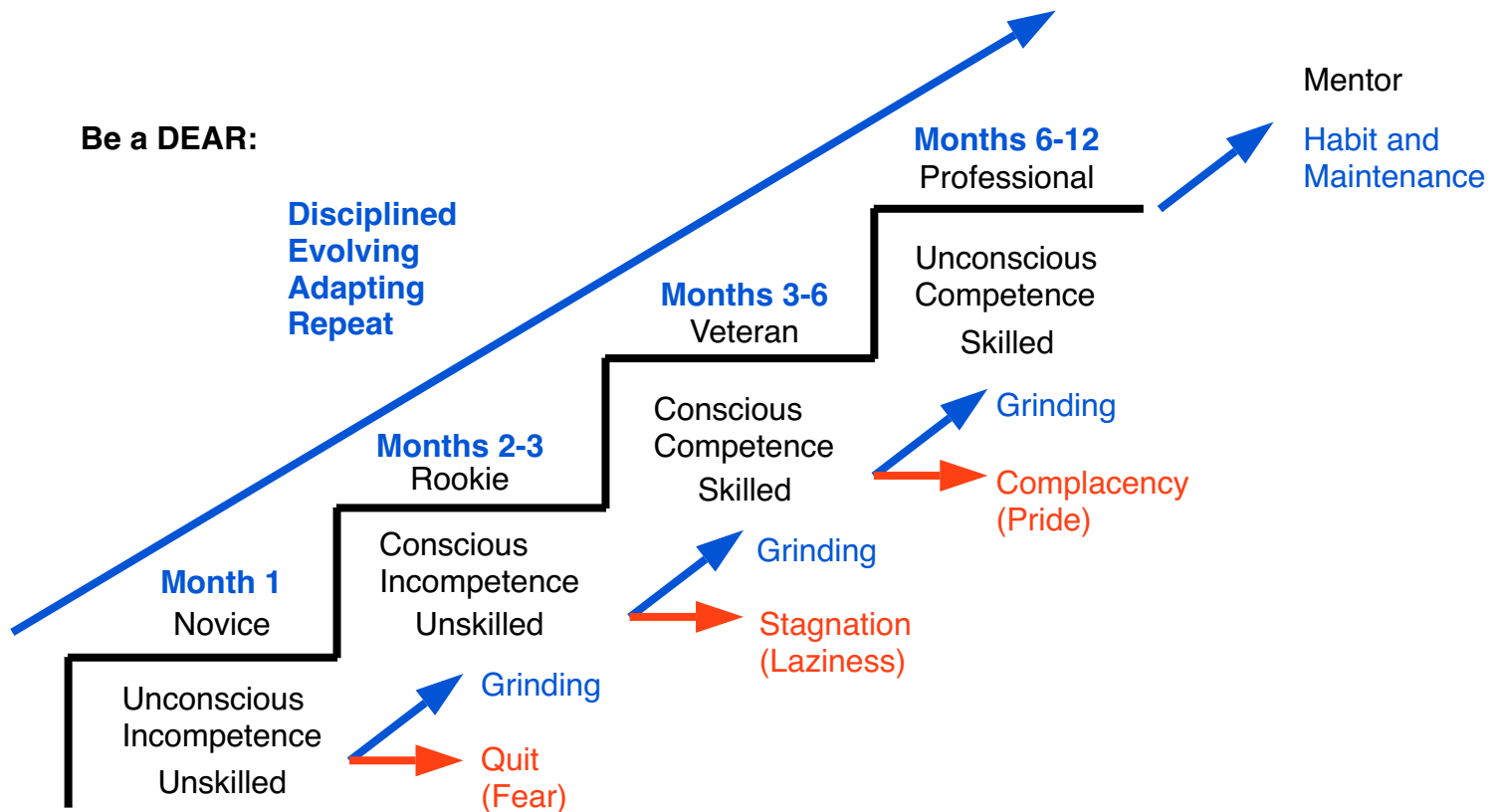
I'm so grateful to 22 year old me for struggling. For earnestly putting the work in and not giving up. As a result of that three week crucible, I've never struggled with that aspect of this job since. I know how to overcome any challenge this job throws at me. I now know and have known for nearly 15 years, that I can go to any neighborhood, at any time, and mine wealth from the doors by following the aforementioned steps - and so can you.

I'm also incredibly grateful to my best friend for going out with me that day. None of us are alone. There's a incredibly special bond that is built in an office full of like-minded achievers. One of my best friends to this day I met my first summer selling alarms back in 2007. My current best friend was a rookie in my second office in 2010. He's pictured below in a black and orange Giants hat. I'm the guy in the d-bag sunglasses.

My buddy cared about me. We care about you. If you earnestly do the work and remain teachable, we will make you elite, and you will develop wealth, lasting skills and abiding friendships.



Steps Towards Sales Proficiency and Permanent Wealth



Success is never an accident. Work the hours. Study. Stay humble. Never feel sorry for yourself. Never make excuses. Take what is yours, be a good teammate, and stay HUNGRY

Purpose of Working Hard and Being Well Rounded

“More Roman wars were won with the Dolabra than with the sword.”

- Adrian Goldsworthy

Most everyone knows that Rome was a strong nation, with a strong military and a fierce will to win. But have you ever asked yourself what made Rome so successful? After all, there were lots of competing civilizations when Rome was established around 550 BC. What made Rome so special, that they lasted for a thousand years?

One of the main answers was Rome's propensity for hard work. Another was their ambitious and outside the box thinking. This is largely what made the Roman military so disciplined and successful.

A famous story from Caesar's Conquest of Gaul, in 55 BC, after three years of fighting, a Gallic army retreated across The Rhine, a large river in modern-day Germany, in order to take safety from Caesar's approaching army. The river was wide and very deep. No foreign army had ever successfully forded or crossed this river before, and the Gauls figured this time would be no different.



Roman Dolabra



Roman Legionary with full kit

When Caesar and his army reached the riverbank opposite the Gauls, the Gauls jeered at them and rejoiced in their safety. The Romans got to work. Caesar and his army engineers devised a way to build a bridge across this river that had never been successfully crossed by an enemy army. In order to accomplish this, the Roman engineers developed an entirely new method of bridge building.

In just ten days, the Roman army built a bridge from local lumber and marched to the other side. The Gauls were stunned and fled.

Caesar and his men then raided several nearby towns and tribes for 18 days. After these 18 days, the Romans retreated back across the bridge, tore it down along the way, and left.

The leaders of this Gallic tribe got the message: Caesar and Rome could - and would - go anywhere. Many surrounding tribes surrendered to the Romans upon hearing of this feat.

Being good with a sword is only one part of the battle. You have to be skilled with a shield and javelin as well. You also have to know how to work hard and not be afraid to grab your trenching tool and get to work. Each Roman soldier was not just a warrior, but an expert construction worker.

The same is true with sales. You have to be good at prospecting. You have to be good at setting. You have to be good at closing and following up. It isn't enough to be good at one thing. Above all, you must be willing to do the work and bust out the trenching tool. And when you feel like You've got it mastered, do it all over again. No Victory laps, just momentum.

The Rhine (left) and Caesar's Rhine Bridge and pile driver



Area Management

Effective area management is a critical tool for your success. It is also a vital part of prospecting, or mining qualified customers. There are many ways to manage an area, but few, if any, work better than this:

Have your area cordoned off into two sections: Section 1 and Section 2. A third section, known as a “spill-over”, is also a good idea.

Work Section 1 during the 2-4:45 hours. Pay attention to your surroundings. If a home looks as though only one spouse is home, such as only one car in the driveway and there appears to be a second vehicle missing, consider skipping the home for when both vehicles may be home later in the day. The idea is, be selective when knocking doors, rather than just going from door-to-door, or neighbor-to-neighbor.

Travel to Section 2

Work Section 2 between 5-9, aka “Prime Time”. People are getting home from work. You will see previously empty driveways full of cars. People will be in their garage. There will be far more noticeable signs of life. This is the time to maximize exposure and have as many solar conversations as possible. I have generated A LOT of business between 7-9 pm.



Next Day

Start in Section 2. Repeat the process you did in Section 1. Then travel to Section 1 for that day's Prime Time.

After two days, you will have a pretty good feeling for the area in general. By repeating some variation of this process, you will build tremendous exposure in the neighborhood. Time-on-doors is like broadcast advertising - everyone will notice you. The longer you are in-area, not only will you have more names to drop, but the more curiosity people in the neighborhood will have towards you and be intrigued and interested in what you are doing.

After a week, you will know most everyone's cars, schedules, what general concerns and objections the people in that neighborhood have, etc. Your pitch will become even more refined and tailor-made for the people in your territory. Referrals will build, champagne will fall from the heavens, and you will never taste of death.

Early knocking

A lot of reps shirk working early hours. Admittedly, they can be “harder” in the sense that you have to search more to find qualified buyers home. Air-sucking homosapiens are not as plentiful in the suburbs during this time of day.

However, the early hours do yield fruit. Knocking early hours tends to yield 6-8 additional appointments a week. Just as important, if not more important, knocking the early hours allows you to get the cold pitches out of your mouth, and set follow-ups for later in the evening.

For instance, you knock on the Jones' house at 3:30, but the wife is home alone and just getting home from picking her kids up at school, she is likely to give you a smokescreen objection and tell you to come back when her husband is home. You, being a savage Harness rep, are unphased. Happily agree and understand. After all, you would never want Mrs. Jones to do anything to get in hot water with Mr. Jones.

But, *win every door* and assure Mrs. Jones that she's not making any decisions, and there's definitely no pressure. You're just there to help people take advantage of a program they do not know exists. You're certainly not selling anything.

There's a high probability that Mrs. Jones will soften up and listen to you. You've alleviated buying pressure and are trying to help her family, not push her into an uncomfortable situation, or an uncomfortable purchase. Due to this high probability, there is now a 50/50 chance that Mrs. Jones will set the appointment herself and her husband to listen to what you have to say. If she brings you the bill, this is an excellent opportunity for a same-day solar set and close.

If Mrs. Jones is still unwilling to get the utility bill, or to let your appointment setting advance, find out when Mr. Jones is getting home. Ask if there's a different car to look out for in the driveway. Let her know you will be stopping back by per her request, and inform Mr. Jones what you are doing.

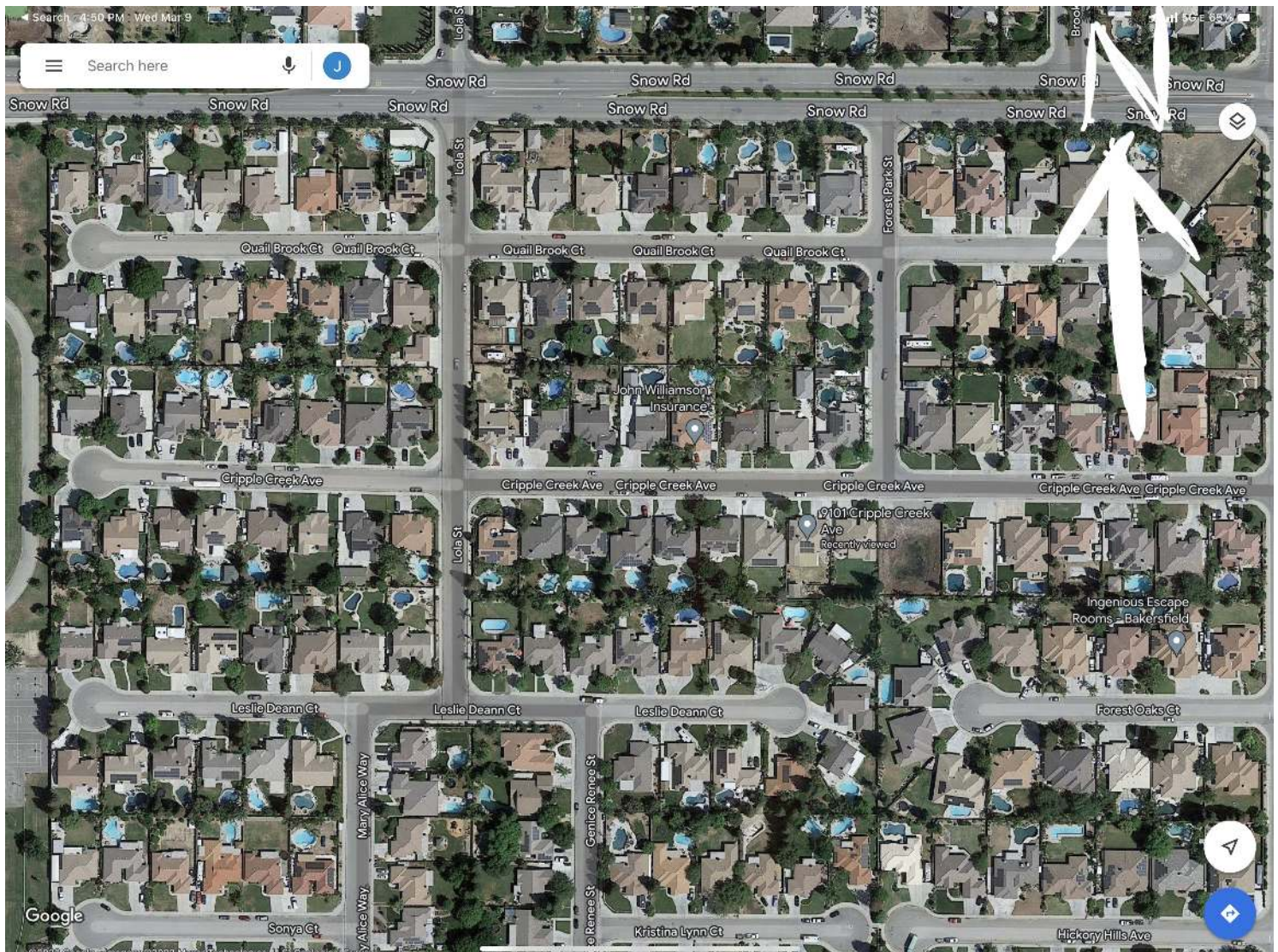
Prospecting and Area Management

Every neighborhood is arrayed in a certain direction. On Google Maps, the top of the map is North. The bottom of the map is south. The right of the map is east, the left of the map is west.

Knocking from door to door without prospecting is a great way to be less effective and make your life MISERABLE.

Every single heavy-hitter I have ever known, uses some variation of this:

1. Cruise through your neighborhood first. Look at the houses, get a feel for who lives there.
2. Check the neighborhood out on satellite. Get an idea for how much solar there is. Utilize Street View
3. Start out by talking to a couple of people with solar on their roofs already. See if they have a true-up bill. Ask them how they like it, tell them you're trying to help other people. Mine names and referrals
4. Knock the side of the street with homes that have the back of their houses facing south. If the streets are aligned with the houses facing east and west, knock the homes with backyards that face west. This will automatically avoid the aesthetics objection
5. Use those AC's and closed deals to drop names with other homeowners, especially those whose front roof faces south. No one wants to feel like they are missing out



Before knocking the door, take brief inventory of the following:

Are there signs of life? Does it look like anybody is home?

Are there tire treads in the driveway that look like there should be an extra car there, but isn't? Either save this house for later, or knock it with the expectation of both spouses not being home

Are the cars old? Or new? What type of cars are they?

Do they look like they have kids?

Do they look into sports? Or are they outdoorsy?

Do they look cheap? Is their house in good shape?

Does it look like their roof is new? Do they look like they've remodeled or upgraded their home?

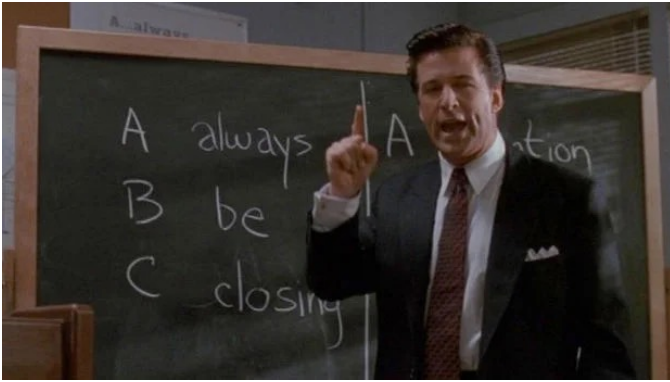
Daily routine:

2-5 pm: this is the time to get familiar with the neighborhood and prepare for the evening. Properly utilizing this time sets up big days and huge paychecks.

Take note of what cars are home, and which cars are not? Be more selective in what doors you knock, who you choose to spend this time on. Find the people who work from home or are retired. If you find one spouse at home (we call this a one-legger), either set the appointment if the prospect seems like or says they are the decision maker, OR, get a time when the other spouse will be home later that day

5-9 pm: this is "Prime Time". Most everyone is home. Go nuts. Go back to people who's wife said their husband would be home around 6:30, etc.

Assumptive language and Assuming the Sale



One of the most well-known acronyms in sales is “ABC - Always Be Closing”.

But what does this mean? How does one always be closing?

The answer, by and large, is using assumptive language by assuming the sale.

Think about the last time you bought something - a car, a television, a stereo, anything, really. Did the salesperson who helped you ask “Do you want to buy this?”, or did they simply

ask you clarifying questions and offer to ring you up, sign the paperwork, etc.

This, is an everyday example, of assuming the sale.

The doors are exactly the same. The best reps, without exception, assume every door they knock is a potential sale, without exception. They assume every conversation is a yes - until it isn't.

They do not ask closed-ended, yes-or-no questions, but rather open-ended statements in the form of a question that lead the prospect to the next point in their pitch, OR force the prospect into giving a response that you want.

This underlying assumption and belief is what fuels assumptive language. Assumptive language assumes the sale will move forward and guides it in that direction.

Examples of assumptive language are:

Are you Mr./Mrs. so-and-so?

I'm sure you've had a million and one solar guys come by your house...

You saw the notice in the mail from Edison about the infrastructure project, right?

You've seen our trucks coming in and out of your neighborhood, right?

I have availabilities at 6 today or 4 tomorrow, which one works better for you?

Now, I know no one's knocked on your door yet and told you that, because this is special. This is different, right?

In summary, assumptive language eliminates the chances of you being contradicted or surprised by endless customer if's and but's.

Examples of non-assumptive language:

Did you see the notice about Edison's infrastructure project?

Are you available sometime today or tomorrow?

Does this sound good?

How are you today?

Do you have your bill?

Have you heard of a PPA?

You are not cross-examining the homeowner, nor are you interrogating them. There is a fine yet bright line between these two things and assumptive language. You are however, simply leading them down a carefully rehearsed and pre-planned path, that leads to the prospect listening to what you're saying, coming to an agreement, and fulfilling a need or want you both have.

Anticipating the Objection and Creating Lay-downs

Objections are just yeses disguised as no. It's a prospect telling you "I really want to do this, that's why I haven't shut the door in your face and am still standing here listening. If you solve this for me, I will buy."*

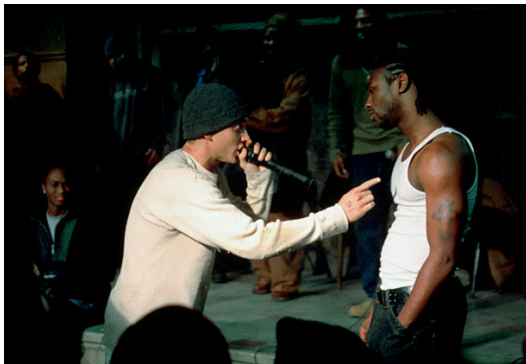
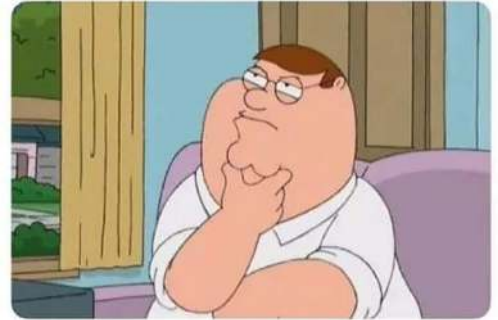
However, a prospect will never say anything like that. At least, not voluntarily.

Think of it like this. When you go out to eat, there's an unwritten contract between you and the server: do a good job, and I will tip you.

It would be awkward AF if there was a "Tip Tracker" during dinner. The whole concept is built on assumption and tacit understanding between host and guest. It would be a hassle as the guest to care for the servers feelings in regards to helping them help you get good service. "May I get a refill?" Annoying. "Sorry, we haven't gotten silverware..." Death. Completely avoidable. I can refill my own drinks at home or Burger King, where I'm not expected to tip!

The same thing is true for the doors. You have to assume and anticipate the prospect's needs, the same way a good server anticipates the needs of the guest. Just as it gets kind of annoying to have your glass run out of soda or iced tea and just sit there on the table, that's how your prospect feels when you knock on their door offering them something they are interested in, but you don't have the answer they need, and they think they've heard your pitch a million times. You would, and have, been annoyed by this, too.

If you're waiting on the waiter aren't you the waiter?



B-Rabbit, bringing it up first...

However, a good server brings the appetizer plates as soon as the appetizer is ordered. They bring refills before the glass hits empty. They bring the desert menu before it is asked for. They assume the sale and experience. That is precisely how you must be on the doors.

A good rep brings up the objection first. If you're being told "You're the millionth solar guy to come by", then start bringing it up first. If you're in a neighborhood where people seem scared of solar, bring it up first: "yeah everybody loves the idea of solar and saving money, but there's a ton of horror stories out there".

You have to adapt your pitch to your environment. The best way to beat an objection, is to never get them at all. Subtle tweaks make a world of difference. There is a difference between pitching doors and creating lay-downs.

Bottom line, don't mail it in. When you're at bat, be at bat. When you're on the doors, be on the doors. Either you run the doors, or the doors run you.

*(Sometimes, rarely, if a prospect is being particularly obstinate while still engaging me, I will flat out say this to them. The walls come tumbling down, they tell me their concern, and it either works or it doesn't.)

Overcoming Objections

Objections can be unnerving, but remember, above all, YOU are in control. YOU knocked on their door. You aren't going out there begging for their business. They need your help to save them money and help them make a smart, informed decision.

Be bold, be calm, trust the process. Remember - slow is smooth, smooth is fast.

There are only really four main solar objections:

1. Aesthetics
2. Roof
3. Moving
4. True-up/Horror Stories



Almost all solar objections are some iteration of these four. But honestly, all objections are pretty much saying the same thing: I want to do this, but this is why it doesn't make sense. It really is as simple as that.

Therefore:

Absorb the no
Agree
Feel, felt, found
Pullback/transition

Aesthetics - "I don't like the look of solar panels."

Right, no one does. With a house as nice as yours, who on earth would want solar panels on their roof unless they saw the value? The Acosta family right down the street, just two doors down from you, they have panels on the front of their house and they felt the same way. But when they saw their first negative bill with a credit for their electricity from SCE? They now *love* the look of their panels. Now every time they see them, they feel smart, they see savings and they are reminded of the added equity value of their house by adding solar.

But I don't to get too far ahead of ourselves, I'd hate to spend all this time discussing this and we don't even know if you qualify. Do you usually get your SCE bill online or in the mail?

Dissection:

Absorbing the no/Agreement: Right, no one does. With a house as nice as yours, who on earth would want solar panels on their roof unless they saw the value?

Feel, felt, found: The Acosta family right down the street, just two doors down from you, they have panels on the front of their house and they felt the same way. But when they saw their first negative bill with a credit for their electricity from SCE? They now *love* the look of their panels. Now every time they see them, they feel smart, they see savings and they are reminded of the added equity value of their house by adding solar.

Transition: Have you guys ever seen a negative electric bill? <Show them a negative bill, etc>

Pullback: Well, I don't to get too far ahead of ourselves, I'd hate to spend all this time discussing this and we don't even know if you qualify. Do you usually get your SCE bill online or in the mail?

Roof: "I'm not interested. I know I need a new roof soon and it doesn't really make sense."

Don't be afraid to ask repeat and ask for clarification - "What do you mean it doesn't make sense? To get solar now before getting a new roof?"

Oh yeah, that makes total sense. How old is the roof? Okay, yeah...definitely needs to be replaced. Plus who knows how much that old thing is costing you every month in electricity loss. The Johnson's on Agave Road, they felt the same way, but we were actually able to get them a new roof with their solar project and still save them money on their bills. Plus the government pays for 26% of it. Who doesn't like that? I know the Johnson's sure love it. I mean, unless you want to pay full price?! Lol it's a no brainer to at least take a look at. Most people don't even know it's an option. That's exactly why I'm here.

But I don't want to get too far ahead of ourselves. We still don't know if you even qualify for the program and we are only interested in doing this for people it makes sense for. Have you guys looked at solar before? Ever met with anybody? Or just been bugged to death at Costco and Home Depot?

Okay, do you get your bill online, or in the mail?

Dissection:

Absorb the no: Don't be afraid to repeat or restate the objection and ask for clarification - "What do you mean it doesn't make sense? To get solar now before getting a new roof?"

Agreement: Oh yeah, that makes total sense. How old is the roof? Okay, yeah...definitely needs to be replaced. Plus who knows how much that old thing is costing you every month in electricity loss.

Feel, Felt, Found: The Johnson's on Agave Road, they felt the same way, but we were actually able to get them a new roof with their solar project and still save them money on their bills. Plus the government pays for 26% of it. Who doesn't like that? I know the Johnson's sure love it. I mean, unless you want to pay full price?! Lol it's a no brainer to at least take a look at. Most people don't even know it's an option. That's exactly why I'm here.

Pullback/transition: But I don't want to get too far ahead of ourselves <pause> we still don't know if you even qualify for the program and we are only interested in doing this for people it makes sense for. Have you guys looked at solar before? Ever met with anybody? Or just been bugged to death at Costco and Home Depot?

Okay, do you get your bill online, or in the mail?

Moving: “Honestly, we’re not interested in solar. We’re moving.”

Moving is absolutely an either/or objection - either they are seriously moving, or they are saying it to get you the **** off their doorstep

Dude, I understand. It’s California. Everyone is fleeing! What’s got you looking to leave the state?... <honesty check/moving destination>

Oh okay, have you listed the home on the market yet, or hired an agent? <Gauge how serious they are about moving>

Again, I totally understand where you are coming from. A lot of people do. We deal with this a lot. We helped the Thornbury’s on Roja Vista Ave with the same thing. They were afraid to go solar because they’d heard all the horror stories of being hard to move or sell your house with solar panels, but it turns out, that’s not true. At least, not since 2015. Is that kind of what you’re worried about?

Have you guys every met with a solar guy before? <optional>

Awesome, well, I don’t want to get too far ahead of ourselves. I’d hate to waste your time and you guys not even qualify. Do you typically get your SCE bill online or in the mail?

Dissection:

Absorb the no/agree: Dude, I understand. It’s California. Everyone is fleeing! What’s got you looking to leave the state?...Oh okay, have you listed the home on the market yet, or hired an agent?

Agree/feel, felt, found: Again, I totally understand where you are coming from. A lot of people do. We deal with this a lot. We helped the Thornbury’s on Roja Vista Ave with the same thing. They were afraid to go solar because they’d heard all the horror stories of being hard to move or sell your house with solar panels, but it turns out, that’s not true. At least, not since 2015. Is that kind of what you’re worried about?

Have you guys every met with a solar guy before? <optional>

Pullback/transition: Awesome, well, I don’t want to get too far ahead of ourselves. I’d hate to waste your time and you guys not even qualify. Do you typically get your SCE bill online or in the mail?

True-up/horror stories: “Solar is a scam. I don’t want to have to pay Edison \$2,000 at the end of the year.”

This one is really about establishing trust and hearing them out. Important to be empathetic and listen

Man, that’s rough. Who do you know that had to pay Edison 2,000 bucks? That sucks. Honestly, everyone has heard solar horror stories. I was skeptical of it myself for a while. But when I saw my best friend go solar and he got a negative bill at the end of the year, it really changed my mind. Well, made me look into it at least. Now I believe in it so much, I do it for a living.

Have you ever seen a negative Edison bill? <show them> The way Edison works, is according to state law, they have to credit you for the electricity you send back to them. Those giant bills at the end of the year happen when you didn’t get enough solar in the first place, or it wasn’t explained properly. That’s more than likely what happened with your friend. I/we help people out with that all the time.

But that’s not really my job to get into all of that? My job is simply to find people who might qualify to take advantage of state assembly bill AB 920. Best way I can do that is by checking something real quick on your Edison bill. Do you get that online or in the mail?

Dissection:

Absorb the no/agree: Man, that’s rough. Who do you know that had to pay Edison 2,000 bucks? That sucks. Honestly, everyone has heard solar horror stories.

Feel, felt, found: I was skeptical of it myself for a while. I had solar guys come to my house, etc. But when I saw my best friend go solar and he got a negative bill at the end of the year, it really changed my mind. Well, made me look into it at least. Now I believe in it so much, I do it for a living.

Pullback/Transition: Have you ever seen a negative Edison bill? <show them> The way Edison works, is according to state law, they have to credit you for the electricity you send back to them. Those giant bills at the end of the year happen when you didn’t get enough solar in the first place, or it wasn’t explained properly. That’s more than likely what happened with your friend. I/we help people out with that all the time.

But that’s not really my job to get into all of that? My job is simply to find people who might qualify to take advantage of state assembly bill AB 920. Best way I can do that is by checking something real quick on your Edison bill. Do you get that online or in the mail?

REMEMBER:

Absorb the No

Repeat the question

Feel, felt, found

Pullback/transition

YOU are in control. YOU knocked on their door. Maintain thought discipline.

Slow is smooth, smooth is fast

“Slow is Smooth, Smooth is Fast”: Maintaining Thought Discipline

- US Naval Special Warfare

Slow is smooth, smooth is fast. This is an axiom I live my life by. John Wooden, the winningest coach in NCAA basketball history said something similar:

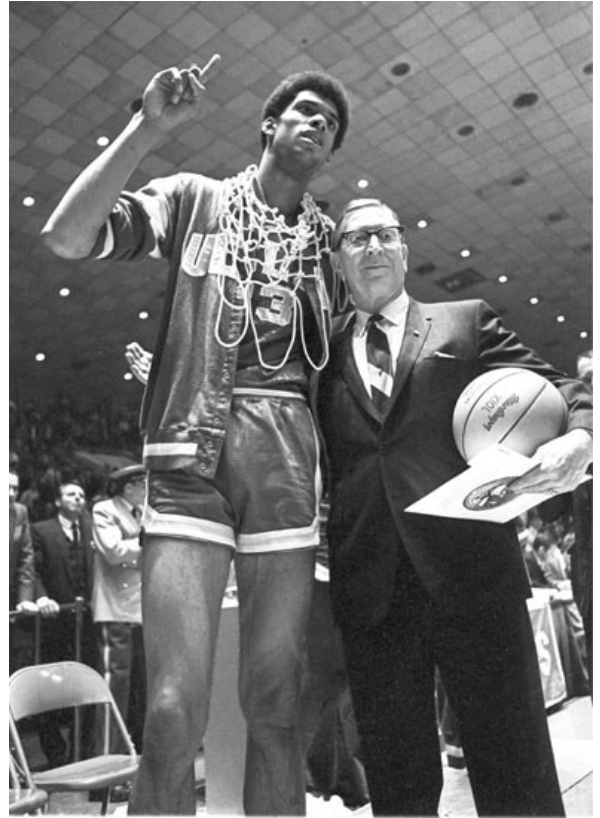
“Be quick, but don’t hurry.”

Going too quickly causes two problems: a) mistakes get made, which compound into bigger problems, which simultaneously causes missed opportunities for you and your team while creating opportunities for your opponents, and b) you are no longer in control of your mind and your actions - the moment and the environment is. Mastering this is called “Thought Discipline”.

In war, reconnoitering, etc, when you do not maintain thought discipline, the battle space and/or the enemy is controlling you. For example, if the enemy is bearing down on you and your squad, yes, you might die. But hurrying up or letting fear take over isn’t going to change that fact. All hurrying up is going to do, is cause you to make mistakes and panic.

The animal brain takes over. Ammunition magazines get dropped. Reloading becomes impossible. Grenades get thrown errantly. Friendly fire rates skyrocket. However, when a well-disciplined unit is able to maintain thought discipline and stay in control, their single-minded and uniformed efforts can repel a much larger, less-disciplined force. 14 men can seem like 100. Control what you can.

Everyone knows that SEAL qualification training is rigorous, but why? Yes, it is to weed out those who want to be there from those who don’t. But part of the reason BUD/S is so hard, and the public writ large doesn’t know this, is any SEAL will tell you that BUD/S was easy compared to actual combat missions. Guys report going 96 hours without sleep routinely on mission. Guys report being so cold in theater that the cold of BUD/S seemed easy. Marcus Luttrell reports in his book Lone Survivor spending 8 hours to travel a mile and a half in full kit up the side of a mountain in Afghanistan at 14,000’ elevation as being far harder than any evolution or day in BUD/S.



Aside from the physical, imagine the mental discipline required to jump out of a helicopter miles off shore, swim hours on your back in darkness, in full kit, with a 92 lb limpet mine on your chest into an enemy harbor, then planting said mine 30’ underwater on the under-belly of an enemy ship, in complete and total darkness, no idea of who or what is down there, and then getting out of there undetected. That requires tremendous thought discipline - especially if something goes wrong. SEALs drown from getting tangled in their own breathing apparatus hoses all the time. None of us are immune from panic. But they train like hell to avoid panic.

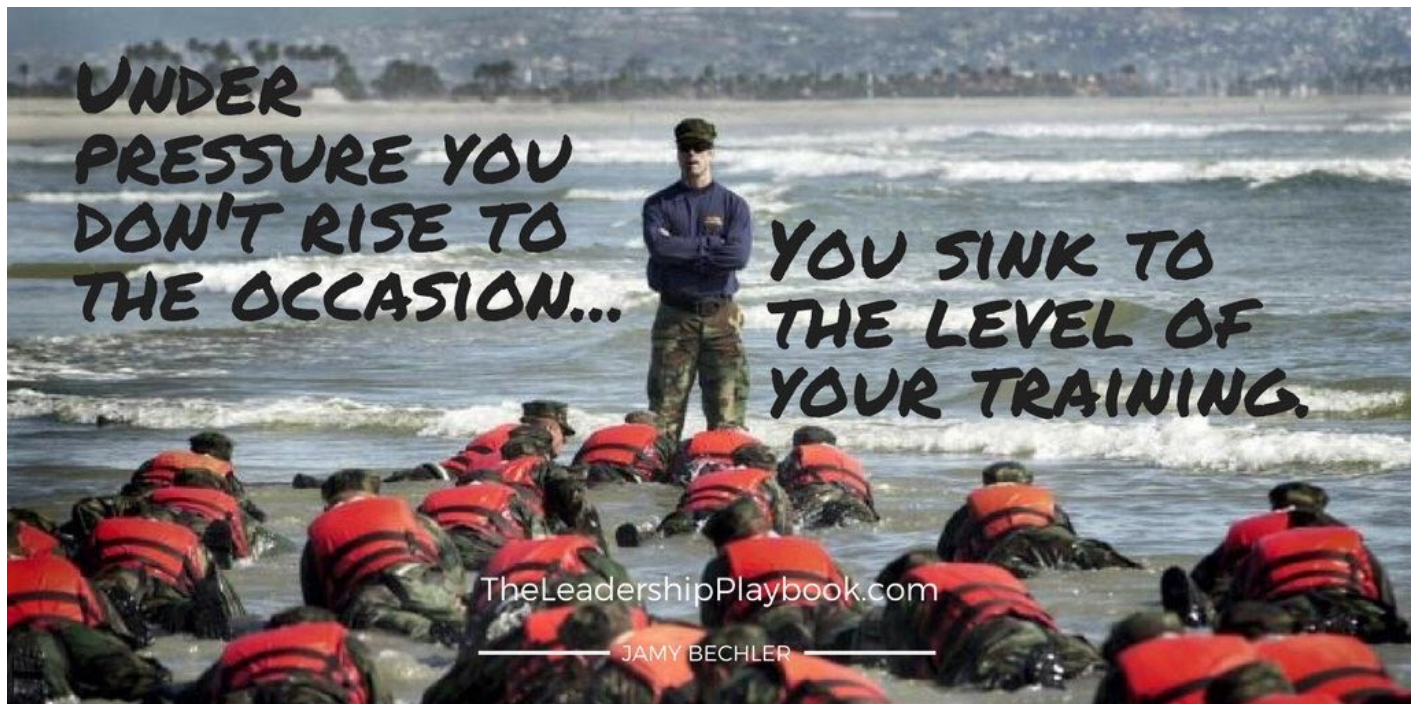
In a much, much less dramatic way, on the doors, when you lose thought discipline, the homeowner is controlling you. The area is running you, instead of you running the area. "I have to sell today....no one is home....I've knocked 20 doors and no one is responding....can I really do this...if I don't produce, I starve...." You start making mistakes. You start forgetting or skipping steps. Your pitch starts to change. You start speaking softer. You start using unnecessary wording. You stop using assumptive language. Sometimes, after enough repeated failure, you will pitch waiting for the rejection, almost a self-fulfilling prophecy.

Thankfully, what we do is nowhere near as chaotic or scary as actual war, but in our primitive brains, it can feel like it. Being 1099 can cause real survival-instincts to come out and take over. There is some real emotion in there. Some rational, some irrational.

But again. Maintain thought discipline. Slow is smooth, smooth is fast. Trust the process. Remember and dwell on past success. If you feel scattered, or panicked, there is nothing wrong with stopping and breathing. Review your pitch. Reread your notes. Role play by yourself. You're not being shot at. You have time to slow it down and be smooth.

How many people are you going to talk to in a given day that have even heard of that axiom, let alone live their lives by it? You are in control. You knocked on their door. You are speaking. You are trying to help them. If people knew what our product was, they'd flag you down and hound you for your time and services.

Slow is smooth, smooth is fast.



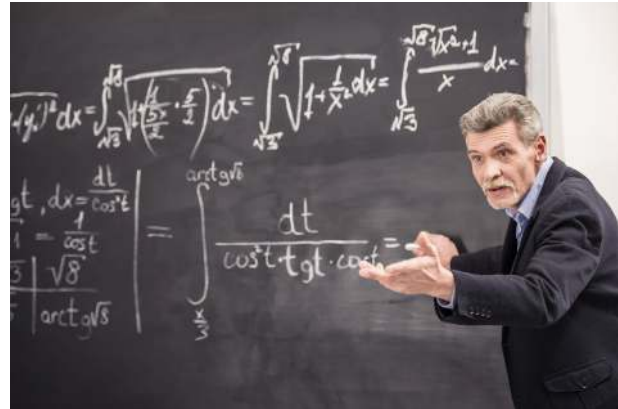
Dictating and Order-Taking

In order to be a successful salesperson, you have to be a successful dictator.

Not this type of dictator:



But this type:



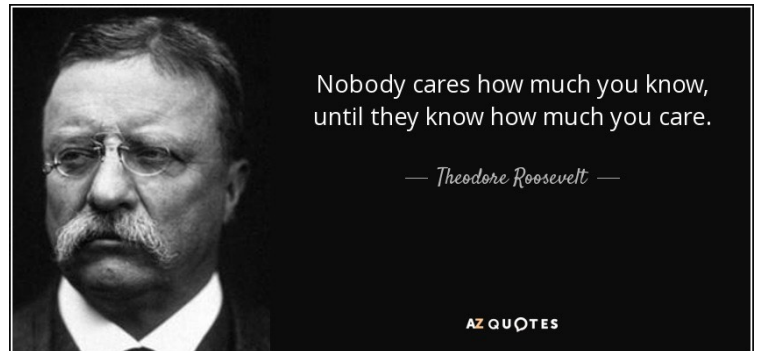
Dictate to the prospect what you want them to do. Help them see what you want them to see. Know what you want to accomplish. You are in control. A waiter doesn't come to your table and ask you what you think is good to eat at their restaurant. Waiting for a prospect to tell you what they want on the door, or being too timid to take control of the situation and show the prospect what they want, is a great way to have really long days in this business. Dictate and win every door.

Question Based Selling

A great salesman will always be asking effective questions. Asking questions does a number of things:

- It helps determine if the person you are speaking with is the prospect you are looking for
- It helps steer the conversation in the direction you want it to go
- It gets the prospect thinking the way you want them to think
- It establishes you as the expert. It adds tremendous gravitas (or weight) to your words.
- Most importantly, asking questions completely disarms your prospect and establishes you as the one who is helping the prospect solve **their** problems, rather than the salesman trying to use them to solve **yours**.

A great way to view your job as a salesperson, is more so that of a caring parent, coach or teacher. Your prospect doesn't know you from Adam. They've had poor experiences with salespeople before. They've heard horror stories about your product. They've been pitched to death about the "service" they think you are offering. However, they've never met YOU. Your job is to lead them to your conclusion: that solar is great, that solar will help them, and that they need what you are offering.

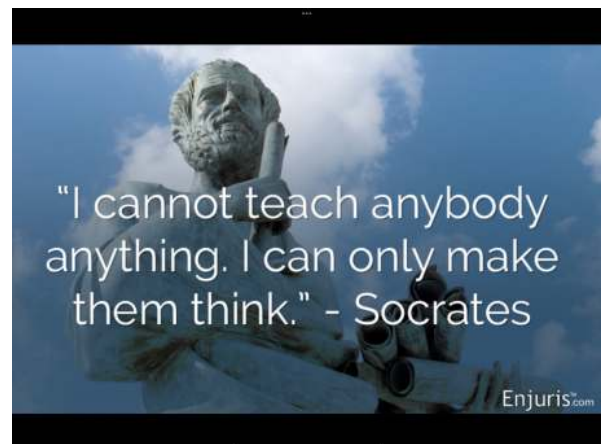


Asking questions to teach (or sell), is not a new concept. In the fifth century BC, Socrates developed a method of teaching known as the Socratic Method, and is widely used today. Most classes in law school are done by Socratic Method, where a law professor will assign reading, then ask the class various questions, thereby steering the conversation with said questions, teach their pupils with the guided conversation, and discern who is actually reading and doing the work, and who may be struggling. You can do an annotated version on the doors and in prospect's homes.

The Socratic method is described as follows:

"Socratic questioning is a form of disciplined questioning that can be used to pursue thought in many directions and for many purposes, including: to explore complex ideas, to get to the truth of things, to open up issues and problems, to uncover assumptions, to analyze concepts, to distinguish what we know from what we do not know, to follow out logical consequences of thought or to control discussions. Socratic questioning is based on the foundation that thinking has structured logic, and allows underlying thoughts to be questioned."

When I sell, I like to sell purely by asking questions and making the customer think. I like to think I help them close themselves.



Never ask questions that are close-ended, that you don't already know the answer to, or that don't have a purpose and a direction. "I'm asking X question, to lead them to Y result, to set up Z Conclusion..." Bad questions will derail your process faster than almost anything else.

The following questions are examples of inquiries that are meant to steer the conversation in the direction of your pitch's ultimate end - a qualified set:

Were you living in the home when they replaced these old meters on the side of the house with the digital ones?

You've seen the commercials on TV or the billboards all around town to not use your electricity between 4-9, right?

This is something totally different than anything you've heard before, right?

Do you know if there is sheeting underneath the tile of the roof?

Is it just you on title of the house?

How long have you owned the home?

Are you the original homeowner?

Is the roof as old as the house?

Is your meter on this side of the house, like all the other ones I've set up today?

I mean, who wouldn't want cheaper electricity power at no out-of-pocket cost, right?

Do you know who/Have you ever wondered who owns Southern California Edison? This is a question that will turn them against the power company and wanting to help you. However, it is dangerous in the sense that if not used right, it could derail your whole pitch

Questions in response to objection:

***You must say that for a reason..? *** very powerful question when used properly

Homeowner: We've looked into it before, it didn't make sense

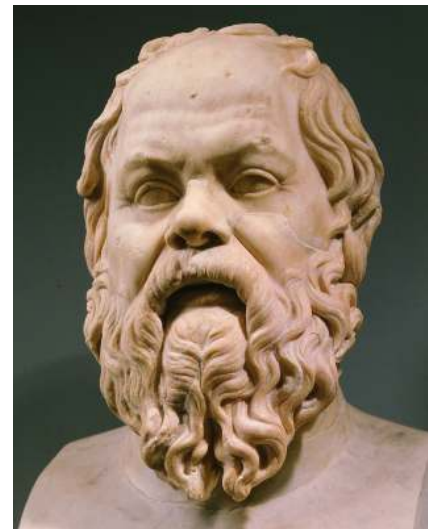
Rep: Okay, you must say that for a reason..?

Rep: Okay, so you met with someone before? Awesome. What were you hoping to get out of it?

Rep: Okay, yeah. That's exactly why I'm here. What were you hoping to get out of it? You must say that it didn't make sense for a reason?

Rep: I understand and hear that all the time. A lot of my favorite customers told me the same thing. What makes you say that?

This ties into the objections pages in the New Rep Packet



Conclusion

You want to be a caring yet determined expert having an inquiring conversation, not a salesman making a generic pitch.

A hardworking salesman making a generic pitch will stumble on a few prospects a day and make a few sales a week.

An expert having a conversation can win almost every door, or at least every good prospect, and will have a pipeline loaded with referrals.

Jedi Mind Tricks...right?

How does it make you feel that edison charges the most when everybody is getting home from work or school.

I mean, it totally sucks that Edison charges you the most when you're just getting home from work, right? I mean, what are you supposed to do?

...right?

1. Head nod. Head nod. Head nod. This is the most effective pattern of agreement. It is almost impossible to say no, while you're nodding your head "yes". You nod your head yes, the homeowner will instinctively nod their head yes.
2. Eye contact. Communicate intent, sincerity, knowledge and authority. Sincere eye contact engages and puts the homeowner at ease more than anything else
3. Inflection and Intonation. FM radio voice. Calm, consistent, authoritative, ends with a downward inflection. Do not add upward inflection. Have a calming yet authoritative tone. That you're supposed to be there
4. Body Language. Open. Vulnerable. Standing upright. Maybe lounged against the entry wall if you can still communicate authority while doing so
5. Hand gestures: the calming hands, the extended hand, the full body point, the knife hand
6. Smile in intro - Hi, you must be Hayden <smile>. Unless the homeowner mean-mugs you after engaging, this will work wonders
7. Sincerity and intent

- People want a king. They want a benevolent daddy to do things for them. Be that monarch.
- People don't want to seem stupid.
- We are social animals
- People want to agree and fit in

Mastering these things is where YOU come through. Crafting a conversation and executing the Jedi Mind Tricks allows you as a person to be present, not a salesman making a pitch



Constructing Conversations - 2025 Legion Home Pitch

This section is designed to show you how everything you have learned in the previous chapters comes together to make a clean, authoritative, engaging, conversation-based pitch. People won't even realize you are pitching them when you are doing it right. This is where the job gets really fun!

Basic outline of the pitch goes as follows:

Intro
Purpose
Problem
Solution
Benefit - Soft Hook (Front Free)

} **Paint Picture**

Hard Hook - 50% Off Rest
Find Hot Buttons
Press Hot Buttons

} **Build URGENCY**
Make sure this LANDS

Reset Soft and Hard Hook
Appointment set

} **Assume the sale and dictate**

Button Up
Reaffirm Appointment
1 out of 10
Relieve buying pressure
Sincere Gratitude

} **Build Excitement and Solidify**

EVERYTHING about this pitch is designed to do three things:

1. Create laydowns by hitting them with an offer they can't refuse
2. Build urgency
3. Avoid objections ahead of time by bringing them up first

IF you follow the basic outlines of this pitch, you absolutely will set at least one a day.

2025 Legion Window Pitch



Hey, how's it going!

I'm James with Legion—don't worry, I'll be quick.

We're brand new to the area, and to get our name out there, we're looking for one beautiful, good-looking house on your street to showcase our premium, ultra-efficient windows and doors.

And honestly—your home is just too eye catching to pass up.

I mean, you've got... (List two genuinely good things about their house: shutters, trim, driveway, manicured lawn, stonework, fountain, paint job, painted garage door, solar panels, etc)

Its obvious you guys take pride in ownership

So yeah, to reward you for that

If you put our company sign in the front yard,

We'll upgrade all of your old, front-facing windows with premium windows for free,

And the rest of your house CHEAP.

[PAUSE. Let them bite: "What's cheap?", "How long do I have to keep the sign out?", "How big is the sign?"]

Again, not only will we replace all of your front windows free,

But we'll do the rest of your house for 50% off.

Only thing we ask is don't go bragging online about how little you got everything for

Cause we don't do this for everyone.

(Optional) Your house was built in 19XX, right?

Here, let me show you real quick—it'll make total sense. (video - Pull them off the porch, Show them how thin their existing window frames are, etc)

2025 Legion Window Pitch



Video Portion

The video is meant to add validity to who you are and what you are doing. It shows you are a real representative from a real window company offering a real product.

It is also meant for you to pick their windows apart, set up the rest of the pitch and close smoothly, WHILE FINDING THEIR HOT BUTTONS.

DO NOT JUST WATCH THE VIDEO WITH THEM.

Video Dialogue

So you can see these windows look exactly like yours

Versus what your premium windows will look like

These current windows dont have any insulation in them, so they let half of your electricity bill bleed right through them

Premium windows have insulation in the frames and the glass to stop the heat from coming in and the AC you're paying for from going out.

You can also see just how strong these windows are

We first drove a Ferrari over them to see if they would break and they didn't.

So then we drove the heaviest vehicle we had, which was a 6,000 pound Dodge ram, and the windows laughed at it.

To show just how good these are against the heat, that's a blowtorch up against my hand, okay?

We then tried to break them by testing with all sorts of weapons and things to see how hard it would be to break the glass.

I mean, unless the incredible Hulk comes charging through your house, ain't nobody getting in.

So what stood out to you while you watched that? (Examples: how strong they are, how safe they are, how good they look, etc)

[Expand on whatever hot buttons they give throughout the pamphlet while picking apart their windows and selling the crap out of the benefits of ours.]

2025 Legion Window Pitch



Walk them through pamphlet

Pamphlet:

“The Professional Way” page

- Our Mission
- Established in 1977
- Energy Star Awards
- Certifications

Window Features:

- A. Frame
- K. Reinforcement
- I/H. Locking
- B. Glass Package

Patio Doors (optional):

- Built like tanks
- Come standard with double interior locks and football

Types:

You can customize these however you like

All different types

Colors and Hardware:

You have plenty of options, from white to black to architectural bronze

Metal Hardware can be whatever you want as well

Insulated Glass

- Picture of the glass unit
- Sound deadener
- Won't warp or fail over time
- No metals, cause metal conducts heat

Comfortech Glass Packages

- Our standard is most people's premium
- Energy star label

Warranty Highlights

- Lifetime Transferable
- Hardware
- Handles* (if needed)
- Insulated Glass
- Glass Breakage
- Even the screens are warranted for life

2025 Legion Window Pitch



So yeah—if you put our sign out for 90 days, we'll do all your front-facing windows completely free —

And the rest of the house at a full 50% off.

Might even be able to include your sliding glass doors.

But this has to make total sense for everyone.

We intend to invest a lot of money into making your home stand out even more than it already does, so we want to be sure you're 100% happy before moving forward.

I'll connect you with James—he's the one who approves the showcase homes.

He'll come by, bring a full-size window so you can see and feel the quality, take measurements, and show you exactly how low we can partner with you for.

You're not committing to anything.

We're not either.

This is just to see if it makes sense, which I'm pretty sure it will.

You're going to love it.

I've got tomorrow at six or Friday at seven.

Which one works better for you and your husband? (glance down like it's already locked in)

[Then get name, phone number, email to send results to, spouse's name, spouse's phone in case we get a flat tire or something on our way]

Awesome! You guys are gonna love it. Your new premium windows are going to make an enormous difference. It'll definitely solve all of your (hot buttons).

On a scale of 1-10, if everything makes sense when James comes out here, how excited would you be to partner with us?

You must say that for a reason?

Awesome! You guys are gonna do great. Im so excited for you! Thank you for your time! See you Thursday (or whatever)!

Budget Objection:

Homeowner: This sounds great, but it's just not in the budget right now

Rep: "Totally get it — sounds like you've looked into windows before?"

Homeowner: "Yeah, a while ago. They were drafty / fogging up / ugly / falling apart..."

Rep (nodding): "Yeah, totally. These would take care of all of that — they're airtight, super energy-efficient, quiet inside... and the curb appeal's a huge upgrade too."

Most people feel the same way at first as you. However, they found this offer went a lot farther than they thought it would — especially with the whole front of the house free.

And to make it even easier, you don't have to do everything. We can piece it out however works best for you. We've got other offers we can stack too, like buy one, get one, free install, 50% off, financing...we might even be able to throw in a new front door

Cause honestly, we're so interested in your house, I'm sure we can find something that makes sense — without breaking the bank.

Because this has to make total sense for everyone.

We intend to invest a lot of money into making your home stand out, so we want to be sure you're 100% happy before moving forward.

I'll connect you with James—he's the one who approves the showcase homes. He'll stop by, bring a full-size window so you can see and feel the quality, take measurements, and show you exactly how low we can partner with you for.

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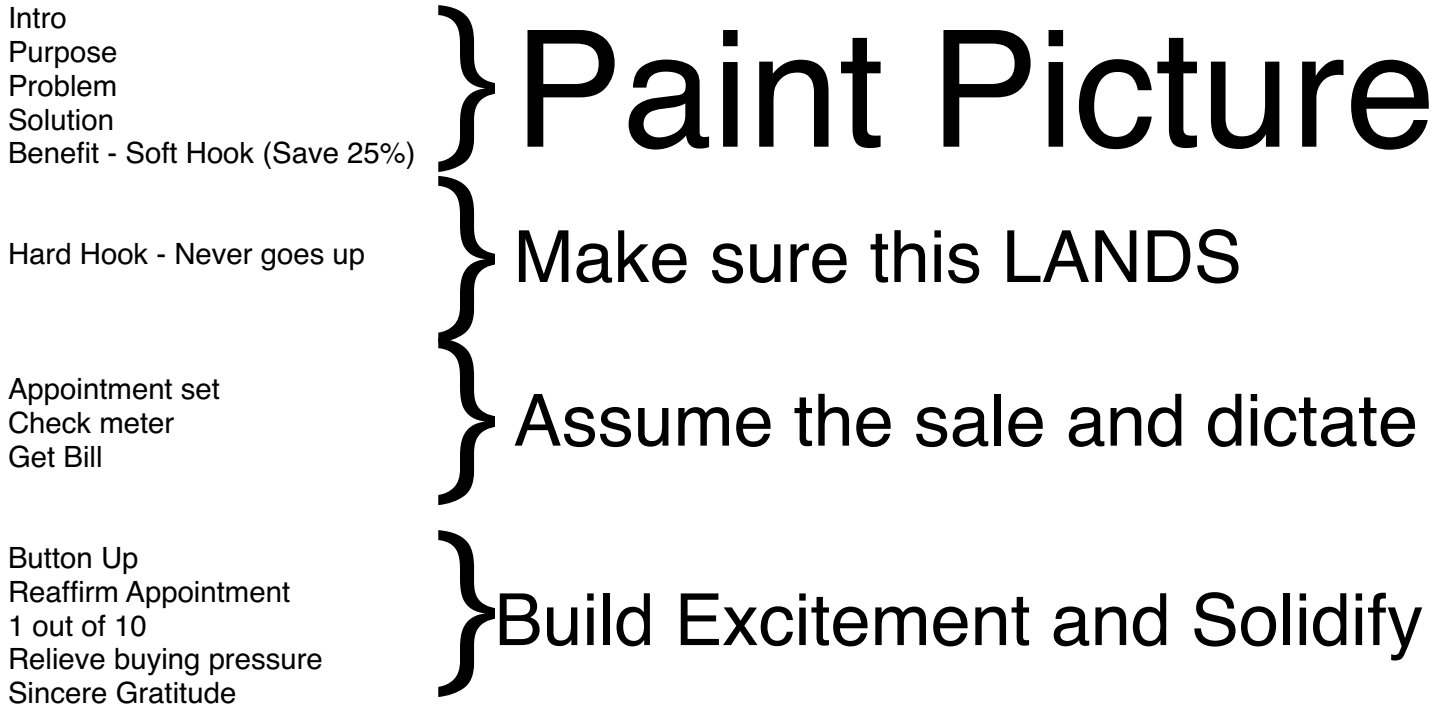
You're going to love it.

I've got tomorrow at six or Friday at seven. Which one works better for you and your husband? (glance down like it's already locked in)

Constructing Conversations - Varsity Solar Pitch

This section is designed to show you how everything you have learned in the previous chapters comes together to make a clean, authoritative, engaging, conversation-based pitch. People won't even realize you are pitching them when you are doing it right. This is where the job gets really fun!

Basic outline of the pitch goes as follows:



Example:

Hey, are you X?

Great, my name is James, I'm with Harness. Don't worry, I'm not here selling anything

I'm actually helping out with Edison's infrastructure project

You received a notice in the mail about five months ago, right around Christmas, yeah?

Or

You've seen those billboards all around town, and commercials on TV about turning off your power between 4-9, right?

That's Me.

The problem, is in California, we use more power than the electrical grid can provide, so the rates are crazy high to try to keep people from using power during peak times. Otherwise, the grid gets overloaded, it goes down and there's blackouts. Makes sense, right?

So what I do is I find a few qualified homeowners per zip code to help out with Edison's infrastructure project. Once that cap is reached, I'm done. We can't do this for every one.

What this means for you, is if you qualify, you are able to take advantage of rooftop solar without having to spend \$50,000, or put down a deposit, or anything out of pocket, none of that. K? Pretty simple. This is like nothing you've heard before, right?

Perfect. So the way Edison benefits, is by you making the switch from their power to solar, is it takes strain off their electrical grid. If the power grid goes down, they make no money. You benefit by it'll save you at least 25% on your electricity for helping out and costs you nothing to make the switch, and we benefit because we're the ones who facilitate these types of changes. Win-win-win.

Basically, we design a personalized solar co-op for your home, based on how much electricity your family uses and what you already spend on Edison power every month - no more, no less. Like I said, it costs you nothing to take a look, costs you nothing to make the switch, it'll save you 25% on your electricity costs, but here's the biggest part <pause, eye contact> unlike Edison, the rate never goes up. This means that no matter how long you're in your home, your savings grow over time, while everybody else's costs increase. **You're Safe.**

I'm going to have one of our state licensed contractors in your area tomorrow setting up a bunch of your neighbors, but I have time slots available today at 6 or tomorrow at 7. Which one works best for you?

Okay, perfect. Now, in order to qualify, we have to make sure the meter on the side of your house matches the one on your bill. Do you get your electric bill online, or do you get it in the mail?

Cool. I'm gonna go around the side of the house and take a picture of the meter. If you wanna go grab that bill for me (or pull it up real quick on your phone), when I come back, we can make sure the information matches.

K, perfect (match pic to bill). Your name was X, right?

And phone number?

Email address to send you the results we find?

And we gotta make sure we meet with both people on title. Is that both you and your spouse/significant other/trained porpoise?

Great. And their name?

And just in case my guy's appointment runs long or he gets a flat tire and can't get hold of you, what's their phone number so he can shoot you both a text?

Perfect. So I got you and the Porpoise dialed in for tomorrow at 7. James is gonna come out and explain how all of this works, show you the numbers and see if it makes sense. If it does, great! If not, no big deal.

So say James comes out here tomorrow and meets with both you and your wife and everything is just like I explained it. On a scale of 1-10, how excited would you be to partner with us?

Perfect! I know you're gonna love it. James will be here <repeat the appointment day and time>. He's really low-key, dialed back, no pressure. Worst case scenario, you learn how this works, right?

Awesome! Thank you so much for your time!

Example of what not to do. Corrections are in red. DONT SKIP STEPS.

Hi, are you Mr. or Mrs. X...?

1. my name is _____.
2. I'm here with Harness Power. Dont worry,im not here to sell you any solar. **We do something totally different.**
3. I'm here with SCE's infrastructure program. They sent out a letter a couple months ago. I'm sure you received it right? **Cool**
4. The reason we're here is because SCE is struggling to keep up with California's demand for energy.
5. Therefore, they created two solutions:

- a. To ~~tear out the old infrastructure, to replace it by digging up to your home, and then to install the new infrastructure~~

Either they can dig up and replace all of the old infrastructure, including the lines that lead to your home **OR**

- b. They allow you to take advantage of **Rooftop solar at No Cost To You!**

6. So, Like I said, this is totally different from anything you've heard before. **,right?**

As part of this program, we will install... (use assumptive language) solar on your roof at no cost to you. We'll also maintain it and insure it too.

8. However, the big deals that we can save you 25-25% per year on your electric bill... **And it'll never go up!**

Not only that, but for you being part of this program, you get a locked-in rate for your electricity. Saves you about 25% right now?
But here's the really big piece <short pause> - it never goes up <longer pause>

9. I have these times available tomorrow. Which works best for you?

10. In order to speed up the process, I'll need your SCE bill. Can you grab that for me while I go to take a picture of your meter? I need your bill to confirm that it matches your meter.

So whatever you're going to be paying now, you'll be paying 10, 15, 20 years from now. My whole job is just to check in with you and set an appointment to come back and talk to you at your convenience about how much you're going to save, what it's going to look like and what it'll do to your home value. I have today at 4:00 or tomorrow at 6:00. Do either of those times work for you, Mr. Reed?

- Awesome. You are...? (repeat the name they confirmed to you at the beginning of the door approach)
- Get phone number
- Email

Transition to Bill - awesome, I just gotta make sure the smart meter on the side of your house matches the one on your bill. Do you get that online or in the mail by chance? Cool. I'm just gonna go take a picture of that with my phone while you find that bill/pull it up on your phone real quick. Is your meter on this side of your house <gesture> like most of your other neighbor's we're helping out?

For the Love of God, please, stop skipping these last steps



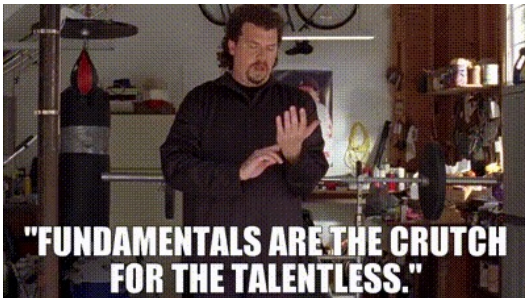
Purpose of the Pitch

The purpose of the pitch is to keep it simple and direct. When you are not simple and direct, you are wasting the prospect's time and yours. You are not there to be their best friend or solve their problems. I know a lot of broke reps who made a lot of "friends".

Reps will begin speaking for too long or begin to over-complicate their pitch when they are nervous, unpracticed, discouraged, or all three. Usually, lack of practice leads to failure, which leads to being nervous, which leads to being discouraged, and on it goes.

Trust the process. Do not reinvent the wheel. You are not an expert. None of us are above practicing and mastering the fundamentals.

Effectively prospecting and utilizing the pitch should generate three new accounts per day. One will be a lay-down, someone who was waiting for you to come by. Another will be someone difficult you won over by having a good pitch down. The third will be a wobbler, someone that could've gone either way, but because you anticipated their objections and created the lay down, you got the set.



Skipping Steps

Another common mistake reps will make, is they will skip steps while giving their pitch, or during the closing process. This comes from lack of practice, preparation, or from distraction. Never, ever, EVER, skip steps. It's a great way to snatch defeat from the jaws of victory.

Instead, break down your pitch or closing process into an A,

B, C...outline. Know exactly where each part of your pitch fits in. Know what questions fit where. Know where your transitions are. Know the pitch and the outline so well, that a customer can object and interrupt you, seemingly derail your whole process, but you can easily and seamlessly pull it right back on course.

Here is a quick pitch outline:

- Introduce yourself
- Confirm individual or homeownership
- Problem
- Solution
- How you help them
- Set Appointment
- Contact Info
- Justify Bill

That's it. Making it more complicated than that is just making life harder on yourself. Again, practice, practice, PRACTICE. An hour at home practicing is worth ten on the doors.

Smokescreens, Objections, Conditions - The Holy Trinity of No

There are three different types of objections: smokescreens, objections, and conditions

Smokescreens are worthless. They are vacuous spats of nonsense thrown out by prospects to try to get you off their porch as soon as possible. Untrained and unpracticed reps will be dissuaded by smokescreens and take them seriously. Do not. They are called smokescreens for a reason.

Examples of smokescreens are:

I'm in the middle of something
We've already looked at solar
Someone's already come by
I'm busy
Our roof won't work
Not interested - the granddaddy of them all

The most effective way to deal with smokescreens, is to not deal with them. Absorb them. Visualize yourself throwing them over your shoulder, and moving on.

Example:

Rep: Hi, are you Mr. Reed?

Prospect: Yes..?

Rep: Great. My name is Abel, I'm with Harness. Don't worry, we're not selling solar.

Prospect: Okay

Rep: We're the...

Prospect: <customer interrupts> I'm not interested...

Rep: ...one's helping out with SCE's infrastructure project in the area. I'm sure you've seen the trucks coming in and out of your neighborhood, right?

If the customer is a hard no, or actually busy, or just not the prospect you're not looking for, they will interrupt or throw out a smokescreen objection again. At this point, keep going with your pitch.

The general rule of thumb is be pleasantly persistent. Three no's and it's time to go.

If you're responding to the customer's smokescreens, they're in control. They're pitching you on why you should get off their doorstep, not the other way around.

If you ignore smokescreens and are pleasantly persistent, one of two things will happen - either the prospect will reveal themselves to not be the prospect you are looking for, or, they will listen, engage, and give you their *real* objection.

Not every door you knock on is going to buy from you, but there are several things you can do to give yourself the best chance possible. I've turned countless no's or not interested's into countless closes, referrals and friends.

Another way to handle smokescreens depending on the anger or energy levels of the prospect, is to give them as much credence as the customer is giving you. Responses to smokescreens such as "That's exactly why I'm here", "That's exactly why I stopped by", and even a simple "For sure", are simple ways to over the shoulder the smokescreen as well without angering an already visibility angry or upset person.

Objections are truly yeses disguised as no. If a prospect is engaging with you, on any level, they are interested. Otherwise, why would they be bothering to tell you their concern in the form of an objection? Objections are covered and modeled out on the following pages.

Conditions are just that - conditions. Things such as a death in the family, illness, divorce, renting, or just sold their house and are in escrow or actually moving, are truly conditions that disable the prospect from being the customer you are looking for.

Door Approaches

The Russian made AK-47 is the most “successful” weapon in world history. This is largely in part to three factors:



1. The weapon only has nine moving parts
2. The weapon is simple to manufacture and produce en masse
3. The tolerances between said moving parts is extremely high, allowing for abuse and rough treatment

There have been cases of soldiers finding AK-47's on the battlefield that have been exposed to the elements for months or even years - but the weapon is still able to be picked up and fired without incident. It is extremely rare for an AK-47 to misfire or jam.

The rank and file of many of the world's militaries carry this weapon. It is, in fact, on the flags of three different nations.

The American military has adapted to this type of weapon design and come out with their own rival to the AK-47 for the individual soldier and marine, called the M4A1. The M4's predecessor, known as the M16, was overly complicated, needed constant upkeep and maintenance, misfired regularly, and was unreliable on the battlefield. Simplicity is key.

However, there are times when an AK-47, is not the ideal choice for the job. Elite operators like the US Navy SEALs, do not use an M4, nor do the Russian Special Forces (Spetsnaz) use a standard AK-47. Instead, they use highly specialized weapon systems like the FN SCAR 17, or the AK-74u. The needs and situations these soldiers encounter are specialized, and therefore, highly precise. They are not meant for every day battlefield use.



Top Right: standard issue AK-47

Picture left: flag of Mozambique

Pictured Right: US Navy SEAL Operator with highly modified FN SCAR 17



In the following pages, you will find a few different door approaches. One is James Reed's. James Reed's is a SCAR 17. It is technical. It is precise. It is more difficult to learn and reproduce, but yields more results and much more effective when mastered.

The other is an AK-47. It is simple. It has fewer moving parts. It is much easier to learn. However, it is not very versatile. It is meant to be utilized en masse - meaning lots of doors to yield results.

Both are important to know. James Reed's SCAR approach is intended to give you the opportunity to turn every door into an appointment, which is not critical at the beginning stage. It is designed for managing a team with limited time to prospect. It is a useful tool to have at your disposal, but the psychological elements and sales tactics are not necessary to get the job done, en masse.

However, as a rookie, the AK Pitch is going to be the easiest to pick up. Less complicated and moving parts, less opportunity for failure. However, it is less opportunity for customer engagement. This pitch is designed to weed out the people you aren't looking for, not waste time, get on more doors, and cut to the chase with the prospects you intend to find who will actually buy your product, or give you the time of day.

SCAR Pitch

Hey, how's it going? My name's James, I'm with The Legion. We're the ones following up on SCE's utility project in the area. You've probably seen our guys around going door to door or the Southern California Edison trucks in your neighborhood, right? Are you familiar with state assembly bill AB920...? or the net metering program?

Okay. AB920 - or net metering - is a state law and it's a statewide project that allows qualified homeowners the ability to create energy at home and get credit for it.

SCE literally has an entire net metering department that facilitates these types of conversions, it's that important. So all I'm doing is putting together a list of a bunch of your neighbors to see who qualifies for the program and who doesn't. If you do qualify because of AB920, SCE will allow you to take advantage of their power grid and save a bunch of money utilizing rooftop solar, but without having to spend \$50,000 on it or rent it or lease it or maintain it, and it literally costs you nothing to make the switch.

I mean, you seem like the type of person that knows the value of the dollar. So it really is a no brainer for you to switch if you do qualify for net meeting, but that's exactly why I'm here is to figure out who qualifies for this program and who doesn't. Does that make sense?

Were you living in the home about five or six years ago when SCE came out and replaced your old electric meter on the side of your house with the new digital smart meter? Okay. Yeah, that was entirely for net metering.

As part of AB920, California law mandates 50% of the electricity that we use as a state has to come from renewable sources within California. Once that limit is reached, no new homeowners will be allowed to take advantage of net metering and they'll have to be stuck with paying SCE's highest rates.

So right now most of your electricity comes from out of the state. And as it comes into your home, since it's not renewable power, it gets taxed. And so you're literally being taxed without your consent to use electricity. You're basically paying for power twice. I mean, it sounds fair, right? So those taxes are there to incentivize you to go solar using AB920 and net metering. And if you don't want to utilize net metering, they punish you for not going solar.

So luckily contractors like myself are able to help qualified homeowners get their electricity at cheaper rates, which helps you avoid the penalties you're currently paying and that saves you money. Are you familiar with how your SCE bill works, how they actually charge you for your electricity? Great. What was your highest SCE bill this last year? Like which one was the most painful? That's high.

So is your bill typically that high, or is it highest in the summer? Spikes in the wintertime, like with Christmas lights, space heaters, that type of thing? Okay. Well, I mean, it sounds like you might qualify off of your usage. I won't know for sure until I see your family's specific usage data. We just get that from your power bill. It's super easy.

Do you get your SCE bill online or in the mail? Perfect. May I come inside? I'll just come inside real quick while you grab that. Wont take more than 90 seconds. I'll be out of your way in a jiffy.

Perfect. Looks great. We'll go ahead and review your exact usage data, design a personal power plant for you and your family. It'll either save you money and make sense to switch, or it won't. I mean, it doesn't hurt to look right? So perfect.

Appointment set and Button Up

Next step is pretty simple. We just set a time when both you and your spouse will be here, for one of our state licensed contractors to review this information with you and see if solar makes sense for you and your family. I can't promise exactly how much you'll save? But as long as you qualify, it'll be cheaper than what you're paying Edison. Plus Edison goes up around 11% each year, so no matter what, it's cheaper.

Get name, email, phone numbers, wife's name, etc

Great. So what James will do when he gets here, is he will go over your Edison bill with you. He will break down your charges and explain exactly how much you're paying to SCE each month and how they're billing you. Then he'll show you a custom design for your home and go over your options. The rest is entirely up to you, it either makes sense, or it doesn't.

So scale of 1-10, when James comes out here and explains the program, if solar makes sense for you and your family, how excited would you be to make the switch? Great. Why do you say X? Okay, awesome.

Well, thank you for your time! James will be here on X date at Y time. I can count on you to be there, right?

Awesome. Thank you! Have a good evening



During my first divorce in 2010, I played A LOT of Call of Duty. I fell in love with the SCAR-17 and determined one day I would buy one.

Top left image is the gun as it appears in the game. The image below that is the day I bought my own SCAR, after searching for one for two years.

Right SEAL Commander Jocko Willink, posing with my gun and signing it. Mastering this job can literally make dreams come true. As Jocko would say, "Discipline Equals Freedom".

