



Getting conversation started and generating names

Informal approach

Hey _____,

I started a new business in the solar industry, let me tell a few cool things about Solar and see if it's something I can help you with. Did you know _____? Let me ask you a few questions to see if you're a good fit for solar?

How long do you plan to live in your current home?

Do you have any family that live with you or here in FL?

Have you seen your electric bill increase?

Hey _____,

I am starting a career in renewable energy and I am looking to meet some good people to get my name out. Let me ask you a few short questions to see if I can help you with solar, even if you don't need what I do, you may know someone I can introduce myself to.

How long do you plan to live in your current home?

Do you have any family that live with you or here in FL?

Have you seen your electric bill increase?

K.I.S.S

"keep it simple,"

Address, Roof type and FPL bill

Referral language

Informal referral, generating names

Hey _____,

You have known me for _____ years and you know I'm not a pushy person. But I am looking to meet people like yourself who own their home and I can tell about the benefits of solar energy. Who do you know I can introduce myself to?

Do you have any family in town?

What about co-workers?

Hey _____,

Thanks for letting me stop by, doesn't sound like you need what I do now. But the way I make a living is to talk to more people like yourself. If I meet enough people, someone usually will need what I do. Who do you that I can introduce myself to?

Do you know anyone else who works in your industry?

What about anyone who owns their commercial building?

After sale or 1st year follow up referral request

Now that you see the way I work with folks like yourself. Were you happy with the way the project went? Great, the only way I make a living is to speak with more people like yourself. Do you know anyone I can contact to introduce myself?

Do you have any family in the area?

Do you have any coworkers I can contact?

Referral tips

1. Getting the affirmative

-Get the customer to agree with something positive about the situation.

Ex: wow, these panels really look good up here! I bet not paying money to the power company feels good.

Ex: We've been friends for years, right?

2. Use lists and categories of people.

3. Ask multiple times