



Justin Brown <justin@crowroofingict.com>

## Solar Proposal Presentation

1 message

**Justin Brown** <justin@crowroofingict.com> Wed, Dec 29, 2021 at 11:16 AM To: Matthew Zardoz <matthew@crowroofingict.com>, Edwin Ramirez <edwin@crowroofingict.com>, Anthony Avery <anthony@crowroofingict.com>, Frank Bravo <frank@crowroofingict.com>, Josh Hamilton <josh@crowroofingict.com>

### **BUILDING RAPPORT**

How much do you know about solar? *(will tell you how technical or basic you need to be)*

I find there are usually three types of people who want to go solar:

- 1 - Environmentally conscious
- 2 - Interested in financial benefits
- 3 - A little of both

Which one would you say you are? *(Will tell you what to focus most on in most in proposal)*

How old is your main breaker box? *(if in person, go take a pic - we need to know if a mpu will be required)*

Do you have any friends or family members who went solar? What was their experience? *(Use this do overcome objections early based on fears from others' horror stories)*

What amount of savings would you need to see to go solar today? 10%? 25%? *(use this to close later after you show them much more)*

Do you have any questions for me before we jump in?

### **PRE-CLOSE**

Great, before I get started I'd like to request a commitment from you.

Hypothetically, if I answer all of your questions, resolve any concerns you have, & can make this financially palatable, would there be any reason why you would NOT move forward today?

Great, now out of respect for myself & my time all I request is at the end of this you either give me a yes or no. Please don't tell me you need to think about it as in my experience that is just a kind of way of saying no. Give me a direct yes or no, I promise I can handle it! *(if no, you'll get right down to the objection so you can overcome it & re-close)*

### **PRESENT PROPOSAL**

At this point you have shown the savings, payments options, answered all questions, & be ready to close.

### **CLOSE**

If we get you guys approved & the site survey goes smooth is there any reason you would later back out? No. \*turn computer to fill out paperwork\* *(if yes, isolate the yes then overcome & reclose. ex: "Cool other than \_\_\_\_\_ reason is there anything else that would prevent you from moving forward?"*

Any final questions I can answer? Good, how does everything sound? Awesome, the next step is to get you pre-qualified. \*turn computer\*

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You told me at the beginning if you saw 25% savings you would go solar today. I just showed you 50+% saving over 25 years. \*turn computer\* Fill this out to get qualified.

You told me at the beginning if I answered all your questions, resolved any concerns, & made this financially palatable you would go solar today. Did I hold up my end? \*turn computer\* Fill this out to get qualified.

Once we get you qualified we'll perform the site survey & schedule the engineers to come out. \*turn computer to them\* Fill in this out & we'll get it all going!

Whose info should we use for the soft credit check use? \*turn computer\*

Does the 25 or 20 year term seem like a better fit for you? \*select one & turn computer\*

Were you thinking about applying all of your rebates to the loan or are you going to keep any of it? Okay, so option B then. \*turn computer\*

What have you thought about doing with all your rebate money? \*select option turn computer\*

Would you like to explore a down payment option? Even a few thousand could dramatically lower your payments. \*show them the computer, enter down payment, select option together, have them finish the credit app\*

This is a total no brainer right? Thought so too.\*turn computer\* Fill this out to get qualified.

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**CROWN ROOFING & SOLAR**

## Justin Brown

Owner

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