

Top 8 Intro Questions (breaking the ice & gaining trust)

1. **How long have you lived here? You been here awhile? great.**
2. **Do you have central air? How old is it?**
3. **Do you have a smart thermostat? Awesome. Have you seen the saving benefits?**
4. **How old is your main panel box? You know the thing that holds all of the breakers? (go take picture of it).**
5. **Have you done any structural upgrades to the home? no, ok cool.**
6. **Do you have any family members or friends who went solar? How has their experience been?**
7. **What made you interested in going solar? do you want to save money? Do you want to save the environment? Maybe both?**
8. **Do you have any questions for me before we jump in?**

Use these questions for section one of the pre-close here:

Set your sales up before you present. I ask my customers 3 questions before I show them anything. Remember the best way to overcome an objection is to bring it up before they do.

1. What do you know about solar? "Gives me a road map for the close"

2. Hypothetically if I answer all your questions, resolve any concerns you have, and I can make this a no brainer financially for you, would there be any reason why you would not move forward today?

3. One last question before I show you your designs and numbers. The outcome of this conversation usually ends in 3 ways. You ask me how to move forward, you say this is not for me, or you say you I want to think about it which is the same as saying no, but you are trying to be nice right?...Perfect so let's just agree that once we are done, it will be a yes let's move forward or no it's not for me, fair?

The Close:

After explaining the numbers in detail -- "Everything make sense?"

"Great, the next step is to make sure you are qualified for these rates. What is your household income, dob, & last 4 of social."

-OR-

"Before I can get the engineers out or perform a site survey, there are a couple documents we need to fill out. What is your household income, dob, & last 4 of social."

-OR-

"At the end of the day, whether or not you get approved will ultimately be up to the engineer & results of the site survey. Before I can initiate those processes we need get you pre-qualified. What is your household income, dob, & last 4 of social."