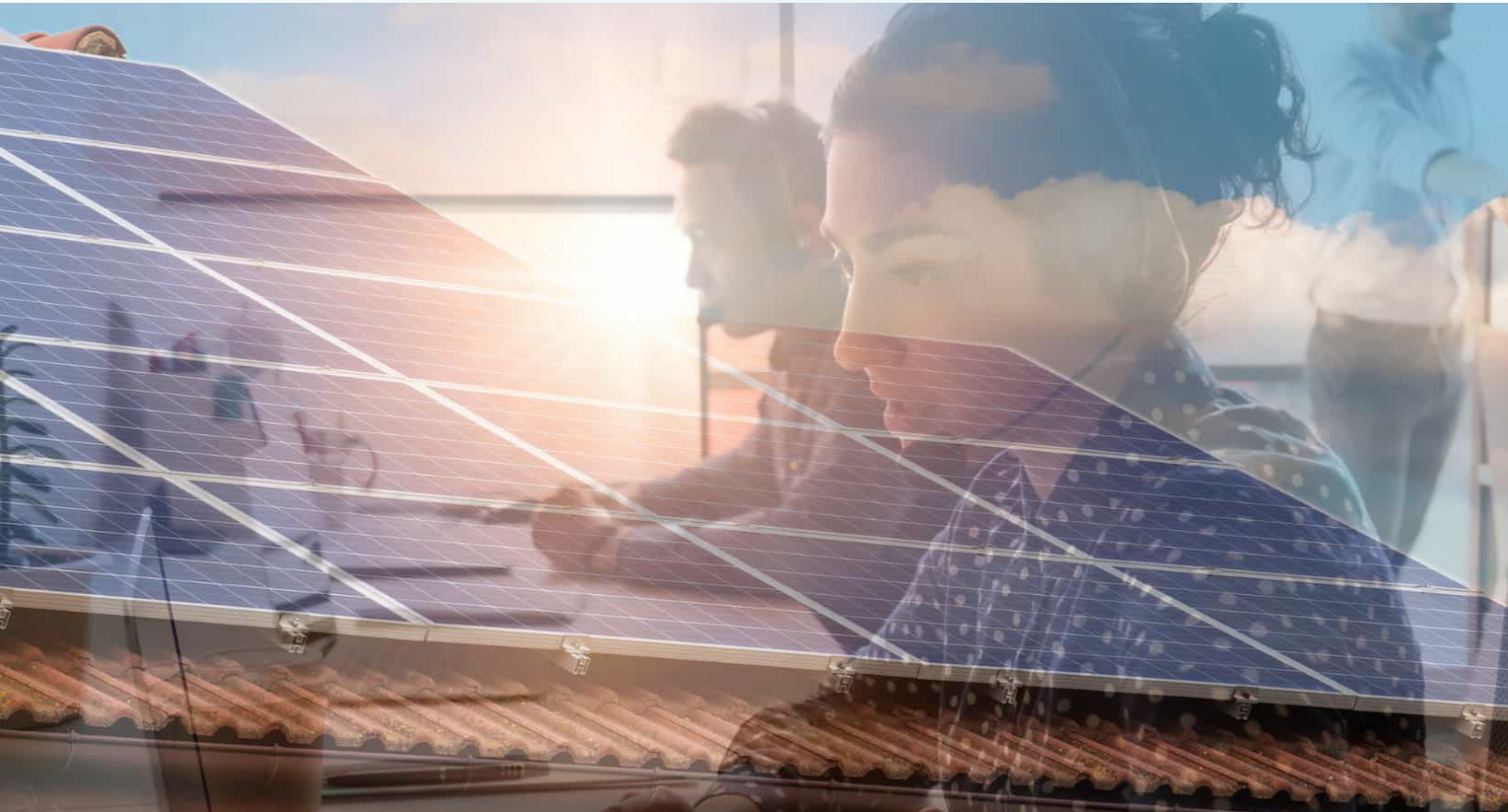


CONVOSO™



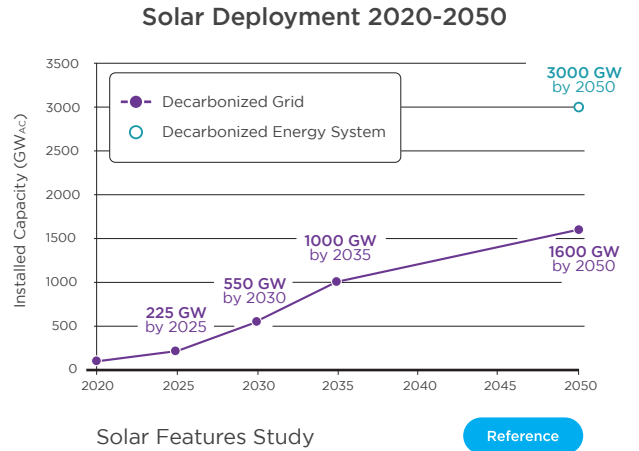
6 Strategies to Reach More Solar Prospects

and Drive Higher Sit Rates



The “Sun Rush” is on

Thanks to clean energy financial incentives, solar industry insiders are optimistic about the future of residential sales. It’s what [industry expert Heather Griffin calls](#) the “Sun Rush.”



But that doesn’t mean it’s easy.

There may be huge growth opportunities out there, but that doesn’t mean there aren’t challenges. Overcoming these industry challenges is key to securing a competitive advantage.

- ✘ **High competition** for a very narrow pool of eligible customers
- ✘ **Low sit rates** from appointment no-shows
- ✘ **Load balancing** field teams’ schedules
- ✘ **Complying with differing state-level** regulations for dialing prospects

The six key solar sales strategies in this ebook will help you contact more prospects, drive higher sit rates, and increase profits.



“ Less than 4% of eligible homes have solar. 96% of the population who’s eligible has not gone solar. It’s a great time to be solar.”

Marissa
Enver Solar

1 Reach your hottest prospects by automating speed to lead

Speed to lead is everything in the competitive solar market.

Calling a lead in the first minute boosts conversions **by as much as 391 percent**.

Leverage a powerful dialer that delivers **speed to lead at scale** and automates your lead management to ensure your hottest leads have the highest priority.

Set your strategy by lead source to make sure you get in touch with your warmest leads

quickly—while your business is top-of-mind and while they're still ready to convert.

For those important inbound calls (possibly your hottest leads), smart **skills-based routing** can match your best leads with your best agents, delivering optimization throughout your calling process.

2 Avoid the dreaded “Spam Likely” label

Telecom carriers are increasingly flagging and blocking calls in attempts to address illegal robocallers. Unfortunately this also impacts legit solar businesses that have express written consent to contact consumers. As a result contact rates are being pummeled.

There's no single solution to managing the health of your caller IDs. But here's one:

Get visibility into which of your numbers are flagged or blocked.

Make sure you have the tools to understand which of your numbers are being flagged or blocked by carriers or third-party apps.

Today's solar sales and lead gen call centers need effective caller ID reputation management tools if they hope to avoid flagged caller IDs and connect with more prospects.

Convoso ClearCallerID™ puts you in control of your phone numbers' health. Stay ahead of call flagging and blocking by managing your call volume and easily registering your numbers. Plus, identify blocked and flagged DIDs to swap them out with new, clean numbers before they hurt your bottom line.

The result? Increased contact rates, more conversations, and more chances to lock down an appointment and boost your sit rate.

3 Reach more solar customers with a proven omnichannel approach

With our solar clients, we've seen that a multi-touchpoint approach delivers the best results for both reaching prospects and improving sit rates.

That's why a well-designed omnichannel solution is a must-have for solar sales and lead gen teams.

Configure your dialer system to automate an outreach cadence that will accelerate your outbound campaigns by dialing leads, then

scheduling follow-up attempts with texts or emails. When you can reach prospects on their preferred channel, you'll increase both contact rates and callbacks to boost your total connections.

Once an appointment is booked, you can use [automated workflows](#) to send text reminders to improve the likelihood they'll be there for their appointment. By implementing an automated omnichannel approach, we've seen clients' sit rates skyrocket—increasing by as much as 80%.

4 Load balance your teams' schedules with filtering technology

Even if your agents are getting leads locked in for appointments, you still might face another issue: load-balancing your field reps' schedules. How do you make sure you don't overbook one

territory while leaving the reps in others with nothing to do?

Strategic filtering is the key to managing distribution of outreach, leads, and appointments.

Your outbound dialer system should allow you to prioritize lead sources by location and filter down to the zip code level. This way your call center agents are driving appointments only in the right areas, ensuring that sales rep schedules are not too light and not too heavy—and that all aspects of your sales operation are working in sync.



5 Personalize sales pitches with dynamic scripting

Not every customer is driven to buy solar for the same reason. Prospects in some areas might wish to “go green” while customers elsewhere might simply be after cost-savings. Regional differences can require a different approach.

That doesn't mean you need to throw your sales scripts out the window. It just means your reps need to be equipped with optional scripts that automatically follow the conversation.

Dynamic scripting technology customizes agent talk tracks in real-time and in response to each prospect's needs.

With dynamic scripting, you can take the guesswork out of your sales pitch and make life easier for your reps. A well-written script combined with a call center agent's quality engagement with the prospect can go a long way toward motivating the prospective solar buyer to keep their appointment and sit for the presentation.

6 Deliver the right disclosures to stay in compliance

Dynamic scripting doesn't just arm your reps with a winning sales script. It also helps them comply with ever-changing regulations across a wide range of markets.

Don't ignore state by state legal compliance regulations. Imagine if your solar call center is making calls in a state that requires telemarketers to list their business's full physical address at the beginning of the call.

That's a lot to say when you're trying to keep somebody on the line.

But ask any compliance attorney familiar with the industry: There are opportunistic lawyers out there ready to hit you with a lawsuit at the first slip-up of a call center agent who doesn't say the right thing.

With dynamic scripting software, Convoso customers can ensure their agents stay on message and in compliance—a win-win for their business.

At Convoso

We work with many solar companies, including **SunPro, Colossus, Momentum Solar, and Solar Direct Marketing**. Because we understand the bigger challenges in this market, we've been able to help these and other solar companies improve results.

“ So we're the number one solar transfer provider. It's something we're proud of and we wouldn't be able to do without Convoso... Knowing that our dialer technology is perfect is a big, big, big sense of relief for me. It gives me a lot of peace of mind.”

David Stodolak
President, Solar Direct Marketing, LLC

“ What Convoso does is allow you to get ahold of the most people, more opportunities to pitch sales, which increases your sales...We noticed this major rise in connectivity. You can't sell someone you can't talk to, and when we were able to talk to 300% more people, we were able to increase our sales by that amount... Without Convoso we would not be able to rapidly scale our business.”

Heather Griffin
Co-CEO & President, Colossus

With the right tools you can unlock—or expand—your solar company's competitive advantage. Let our experts show you how Convoso can make a real difference in the day-to-day performance of your outbound solar campaigns and your bottom line.

The Convoso logo features the word "convoso" in a lowercase, sans-serif font. The letter "o" is stylized with a white dot in its center. The logo is positioned in the upper left quadrant of the page, with a decorative pattern of small white dots forming a grid behind it.

Get dramatic results for *your* call center

About Convoso

Convoso is the industry leader of cloud-based contact center software for sales and lead generation teams. Customers using our omnichannel solution report dramatic increases in contact rates of 30% and more, giving them higher conversions and significantly improved ROI. The Convoso system works best with 20 or more seats, and scales efficiently to over 1000 seats to meet enterprise level requirements.

See for yourself with a live demo how Convoso can help to boost the productivity of your contact center.

[Request a demo](#)

