CONVOSO

Essential Strategies and Scripts to Increase Solar Sales

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."

According to research from the Solar Energy Industries Association, "the residential solar market experienced its 6th consecutive record year in 2022, growing 40% over 2021."

Their study shows that annual residential solar PV installations will continue to increase nationwide.

The SEIA notes that the "Inflation Reduction Act (IRA) has created a significant upside to the long-term solar forecasts."

They project that the industry will **grow five times over next 10 years**.

Cumulative U.S. Solar Installations by State

- < 100
- 100-500
- 500-1,500
- 1,500-20,000
- 35,000+
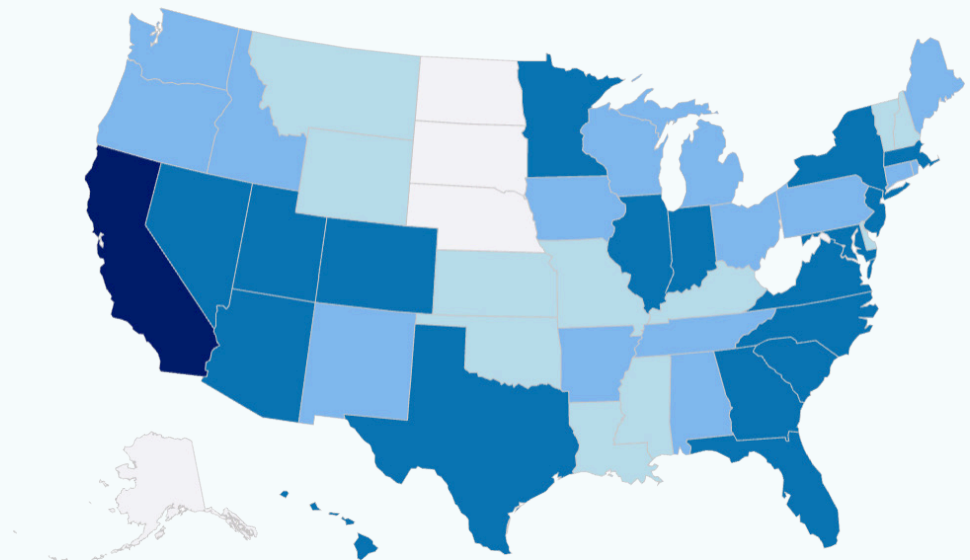
SEIA/Wood Mackenzie Power & Renewables
U.S. Solar Market Insight 2022 Year in Review

Source

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**

> " 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."
>
> **Heather Griffin,**
> Co-CEO & President, Colossus

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

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 boost 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 a 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.
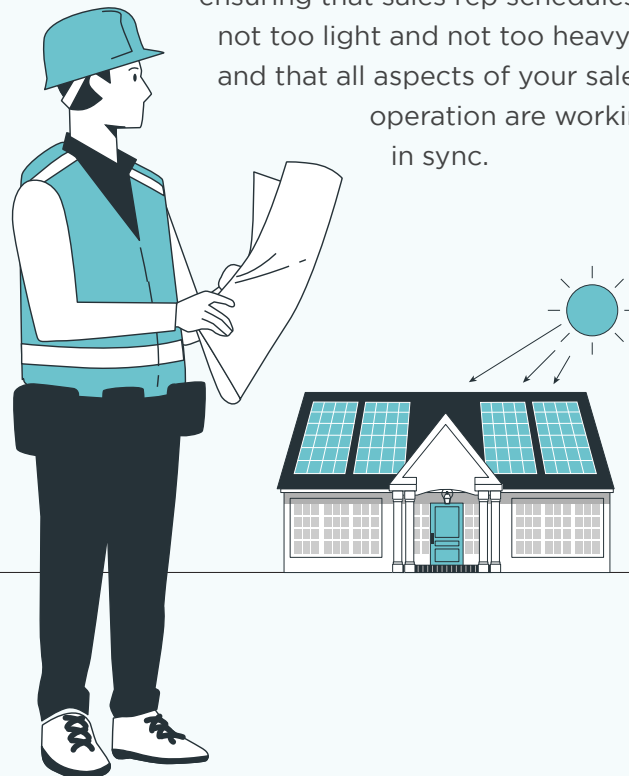
5 Personalize sales pitches with dynamic scripting

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 prospects' 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.

66 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

66 What Convoso does is allow you to get a hold 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.

4 Proven Strategies for Successful Solar Cold Calling Scripts

From a fiercely competitive customer base to fast-changing regulations, anyone in the solar market knows they're up against big obstacles. That's why getting the solar cold calling script right is essential for outbound call center teams. Below are some tips and strategies to help you on that journey.

1 Adjust for High Intent vs. Low Intent Data

With high intent data – those who are shopping solar and may be primed to buy – your call script should reflect what your call is really about: Outshining the competition. The call is your opportunity for brand-building and to tell them why, out of any company, they should choose your brand.

If you have a low intent lead on the call, you first need to efficiently gauge their interest and understanding of solar before proceeding.

2 Customize Scripts to the Local Market

Know who and where you're calling. The best solar cold calling scripts customize according to the available data on the lead. Due to regional variations, for example, your script to a lead in a sun-soaked southern state may have a different approach than to a New England state, and depend more on the season. In some areas, environmental concerns may be a driving decision factor, where in another it's primarily about saving on utility bills. And very importantly, state specific regulations can require building compliance language into your solar script.

3 Seal the Appointment First, Ask Questions Later

Solar calling scripts are all about scheduling a solar sales rep for an in-home evaluation. So the best strategy is to structure your script around getting them to say "Yes" to an appointment before you ask filtering questions about their eligibility. Here are some tips to help you convert the solar lead.

Move quickly

Once you've gauged a low-intent user's interest or presented your pitch to a high-intent lead, quickly move to schedule an appointment.

Make it easy

Tell them that you have a solar specialist in their area—whether it's on their street, in their neighborhood,or in their city—and ask if they would like to schedule an appointment immediately that can save them money.

Give them options

As in all sales, it's important to give your customers options. Inject some urgency by offering options in time slots that are very near.

Be prepared to explain

Many callers will want to know exactly how much they can save with solar, but your agent can only give them general information. Account for potential pushback against an appointment by incorporating a polite rebuttal into your script that enables your agent to explain how an in-person appointment is necessary because every home and solar installation is unique.

4 Dynamic Scripting customizes conversations, trains reps, maintains compliance

From adapting to regional differences to following state regulations to customizing your approach based on intent, introducing dynamic scripting into your solar call center will help maintain compliance and maximize sales. To use the best script for the right lead, be sure to manage your lists with smart filtering tools. Dynamic scripting also simplifies and speeds up the training process for new solar call center agents.
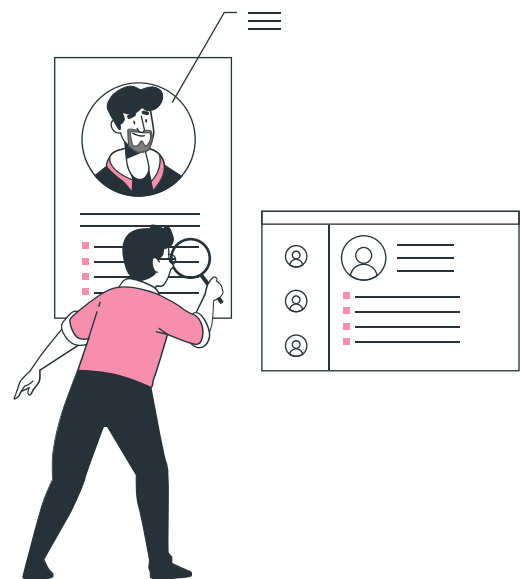
Cold Call Sales Script Template

The Phone Approach

Your first contact with the prospect or client is the beginning of the sales cycle. The purpose of the phone approach is to get the appointment, not to sell the product. Too much information on the front end will cause your prospect to feel they can make a decision without your full presentation. This is not what you want. Therefore, a planned approach will serve you better.

Initial phone approach to set an **in-person meeting**	Initial phone approach to set a **follow up phone call** after the discovery/qualifying call
"Hello, my name is _____ and I work with __(COMPANY NAME)__. Are you familiar with us? We are _____. *The reason I'm calling is that I'll be attending a __(EVENT, MEETING, ETC.)__ in your city/town and I wanted to stop by and introduce myself and my company. Would you have some time on __(DATE)__ at __(TIME)__ or __(ALTERNATIVE TIME)__?"*	*"The reason I am calling is that I will be in your area next _____ and I'd like to stop by and introduce myself and my company. Would you have some time on Tuesday, say 9 or 11?"*

Drive more sales with Dynamic Scripting
Improve conversion rates, reduce onboarding time, and keep conversations in compliance with regulations by guiding your call center agents with customized sales scripts that adapt to the flow of each conversation and update in real time with your CRM.

Schedule a demo

Objections to the Appointment

Respond strategically to objections to maximize your chances of getting a follow up meeting/appointment scheduled or achieving a first-call-close deal. Follow one of the scripts below.

Prospect: *"You need to see/talk to someone else."*

How to respond to an objection when trying set an **in-person meeting**	How to respond to an objection when trying set a **follow up call**
"Great! I'll be glad to meet with/talk to whomever you recommend, however, my experience suggests that I meet/talk with you for a few minutes. If you think my idea has any merit, I'm more than happy to meet up with you wherever you'd like (No Pause)*.*	*"Great! I'll be glad to speak with whomever you recommend to tell them more about what we do, however, I really think you'll see tremendous value in what we do. If you think my idea has any merit, I'm more than happy to set a follow up call to provide you with more detail* (No Pause)*.*
As I mentioned, I'll be in your area on _____ and I'd really like to stop by and introduce my company and myself, because I really believe you'll get value from it. Would you have some time on __(DATE)__ at __(TIME)__ or __(ALTERNATIVE TIME)__ ?"	*I'm willing to work around your schedule so we can get a call on the calendar.. I'd really like to introduce my team and company to you, because I really believe you'll get value from it. Would you have some time on __(DATE)__ at __(TIME)__ or __(ALTERNATIVE TIME)__ ? If not, what day and time works best for you?"*

Prospect: *"Tell me about it on the phone."*

How to respond to an objection when trying set an in-person meeting	**How to respond to an objection when trying set a follow up call**
" (PROSPECT'S NAME) , sure I'd be glad to. (COMPANY NAME) is a (SERVICE/ OFFERING TYPE) . We specialize in _____ . That being said, in order for you to gain maximum value and insight into how you'll truly benefit an in-person meeting will be the most effective method. As I mentioned, I'll be in your area on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"	" (PROSPECT'S NAME) , sure I'd be glad to. (COMPANY NAME) is a (SERVICE/ OFFERING TYPE) . We specialize in _____ . However, in order for you to gain maximum value and insight into how you'll truly benefit, I'll need to set a follow up call with you so we have more time to review material specific to your needs. Would (DATE) either at (TIME) or (ALTERNATIVE TIME) work for you? If not, what time and date works best?"

Prospect: *"Send me information."*

How to respond to an objection when trying set an in-person meeting	**How to respond to an objection when trying set a follow up call**
" (PROSPECT'S NAME) , great, I'll be happy to do that, however, the material we have doesn't cover what I'd like to tell you in person. It will take about 15 minutes. *Note: Most businesses want to know what other businesses are doing to save money and improve their service. As I mentioned, I'll be in your area on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"	" (PROSPECT'S NAME) , great, I'll be happy to do that, however, I'd also like to provide you with material that's tailored to highlight areas specific to your needs that we can help solve. That being said, I'll need to set up a follow up call – the call will take about 15 minutes. Are you available on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"

Prospect: *"Too busy, vacations, etc."*

How to respond to an objection when trying set an **in-person meeting**	How to respond to an objection when trying set a **follow up call**
"Ok. ___(PROSPECT'S NAME)___ , I can certainly understand that. I am back in your area on ___(DATE)___ . Could we go ahead and pencil something in for then?"	*"Ok. ___(PROSPECT'S NAME)___ , I can certainly understand that. I would still love to provide you with more information about our services, as I truly believe you will gain/see tremendous value. May I call you back on ___(DATE)___ around ___(TIME)___ or ___(ALTERNATIVE TIME)___ ?*

Prospect: *"I am not interested."*

How to respond to an objection when trying set an **in-person meeting**	How to respond to an objection when trying set a **follow up call**
" ___(PROSPECT'S NAME)___ , I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called. *As I mentioned, I'll be in your area on ___(DATE)___ and I'd like to stop and introduce myself and my company. Would you have some time around ___(TIME)___ or ___(ALTERNATIVE TIME)___ for a quick meet up?"*	*" ___(PROSPECT'S NAME)___ , I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called. In order to give you insight that's of value to your company, I can put together some material tailored to areas specific to your needs that we can help solve. May I follow up to present that material to you on ___(DATE)___ around ___(TIME)___ or ___(ALTERNATIVE TIME)___ ?"*

Gatekeepers

Salesperson: | *"Hello, may I speak with __(PROSPECT'S NAME)__?"*

Gatekeeper: | *"May I tell him who is calling and what it's regarding?"*

Salesperson: | (Now, you give a planned response, well thought out beforehand.)

"It's __(NAME)__ from __(COMPANY NAME)__, is he/she in?"

(Now, you're back in control because you're asking the question. A lot of gatekeepers will put you through. Most people say too much and talk themselves out of getting through. The less said the better.)

So, you get a great gatekeeper and she/he answers: | *"He is in but what's it about?"*

Salesperson: | *"__(COMPANY NAME)__ is _____. We are a _____. May I speak to him/her?"*

(Again, it's brief, tells very little and puts me back in control.)

Now, she/he says: | *"I'll see if he'll/she'll take your call"* and she/he comes back on the phone and says *"He's/she's not interested."*

Salesperson: | *"Fine, thank you very much."*

(Then hang up and call someone else. No, you can't win everyone. But note that every "No" is a part of a "Yes", and the more no's you get, the more yeses you will also get.)

However, if the gatekeeper says:	*"_(PROSPECT'S NAME)_ isn't in or he's/she's in a meeting."*
Salesperson:	(The gatekeeper becomes your ally.) *"When do you expect him/her back?"* Whatever the gatekeeper says, the next question is: *"Are you his/her assistant?"*
Gatekeeper:	*"Yes."*
Salesperson:	*"What's your name?"*
Gatekeeper:	*"My name is _(NAME OF ASSISTANT)_ ."*
Salesperson:	(It's important that you make sure you write that down for the future!) *"Do you keep his calendar?"*
Gatekeeper:	*"No."*
Salesperson:	*"When should I call him/her back?"*
Gatekeeper:	*"I don't know, he/she comes and goes."*
Salesperson:	*"Does he/she come in early or stay late?"* or *"Does he/she go to lunch early or late?"*
Gatekeeper:	*"He's/she's here around _(APPROXIMATE TIME OF DAY)_ every day."*
Salesperson:	*"Alright, thank you _(NAME OF ASSISTANT)_ . I'll try back later."* (Now, you know when to call and his assistant's name. You have now moved closer to a yes.)

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Voicemail

Leave a brief message the first time and don't ask them to call you back unless they know you or have requested information from your company. You shouldn't expect them to call you back. If they did, you'd probably be busy and just frustrate them.

After you've called a few more times over a week or so leave a second message. *"It's _____ still trying to catch you. I'll call back later."*

If you use an autodialer, a Smart Voicemail Drop tool allows you to create strategic automated voicemail cadences, customized to each drop, saving time and increasing callbacks.

Voicemail is just another obstacle and the best answer is persistence and determination.

After you get voicemail a few times, go through the main switch board, get a live person and ask if (prospect name) has an assistant. Then, say: *"Can you connect me to her/him?"*

(The point is now you've got a gatekeeper and you already know how to deal with them. Always ask for their direct line.)

There are no tricks and no easy way to get decision makers on the phone. However, know this – every salesperson faces the same obstacles. Also, there are two kinds of people, those who look for an excuse and those who find a way. (Then you will get another objection you can answer).

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.

Schedule a demo