



Solar Success System™ (S³)

Today, it is not enough to want to save the planet, you have to have a system in place to sell Photovoltaic Systems. We are competing against all sorts of home improvements, in some cases when the value of a home has dropped significantly.

So we must:

- ☑ Discover the opportunities, using the Environmental Concerns List™.
- ☑ Uncover the roadblocks, what would stop them from moving ahead.
- ☑ Understand why the consumer wants solar (usually not what we think)
- ☑ Establish priorities, what is most important.

To do this we will share:

- ☑ the Rules for Selling Value
- ☑ The Pyramid Of Power (how they cannot get what you offer anywhere else)
- ☑ Why solar now, what are the reasons someone will make this decision

We will also use Solar Economics, the financial tools that show how it can affect the utility bills and value of the property years down the road.

The participants will discover the three steps in the Solar Success System to reach agreement. We share the concept of a single stop close, is it the right thing to do.

We look at the old way versus the new way of sales, and how to build the emotional blocks that lead to a sale. We will share what needs to be discovered before we get to the home, and after we arrive. We talk about the 4 basic types of customers, how to spot them, how to sell to them.

And we look at the typical objections found in the marketplace, and how to handle them, what to say, not to say.

Participants walk out with a complete package including the elements needed in a presentation manual, and how to use those tools effectively to sell solar systems.