



Sample script

S.P.A.R.K.S

Start strong

- Hey! How's it going? (Let homeowner respond)

(If they ask how your day is going)

- I'm alive and breathing, so for me today's a good day! (H/O responds)
- I noticed the grass in your yard is well taken care of; are you the one that's got the green thumb?

Transition from pre-occupation (even if they say they're busy and don't have time)

- I'm assuming you're the homeowner here? Perfect..
- I'll be quick because I still have roughly [X] of homeowners to speak to. My name is [...]

Paint the why

Solar Purpose

- We're local contractors who were assigned to the area to go over all the energy changes and rate increases. Do you know if your utility swapped your meter out? One of the reasons we're here is because AI data centers are coming to New Mexico, causing stress on the grid. Due to that the cost of electricity is estimated to increase 75% over the next 5 years. To combat this many of your neighbors switched to rooftop solar to produce power on site. The reason most home owners haven't gone solar is because it's been quite expensive in the past. The way it works now is if your home qualifies we switch your current electric bill with a solar bill that is flat and fixed, that way it never goes up.
- My job is simple—I submit a request to an engineering team that takes your current energy consumption and runs a heat signature report on your roof, and from there identifies if your home is a candidate

Other verticals Purpose

- Im with Epex Home performance, we're local contractors that just got assigned to the area we noticed that your (Windows, Roofing, Stucco) have some (Damage, or are failing, old) (*here you will refer to some of the problem slicks depending on the product*). Our technicians are currently in the area creating some estimates and also to see if your home qualifies to take advantage of any state incentives to upgrade your home! Most Homeowners aren't aware of the incentives the state has to help upgrade your home! My job is simple, I set up a time for my technician to come back and give you a couple of different options on how you can upgrade your home and possibly take advantage of some state incentives if your home is a candidate!

Transition from the purpose

Address the Objection

- So, if you don't mind me asking...

Conversation (rapport building):

- How long have you lived in the home?
- Are you from the area?
- What brought you to [city/state]?
- You married, any kids? (if they have a spouse, you want to make sure they're both available for the appointment)
- What do you do for work? (the answer to this question could inform you on their availability)

Qualifying questions:

(Solar)

- Would you say the home uses more than \$80 a month in electricity on average*?
- What's the highest bill in the year?
- What is the lowest bill in the year?
- have you ever looked into solar? Do you think its a good thing or bad thing?

If they have looked:

§ How long ago was that?

§ What did you find out about it?

§ What held you back from doing it at the time?

Transition back to Rebuttals

Rebuttal

- Totally fair—most people aren't interested . A lot of homeowners don't get the opportunity to take advantage of the state programs since only 1 in 4 homes get selected. I just need a minute to see if this applies to your home. So like I mentioned earlier (transition back to pitch)

Kindle the flame

Solar specific

- Do you get your bill in paper or online?
- I need to do two things, I need to look at the meter real quick and take a look at the graph on your bill.

§ I'm going to swing around to the meter to make sure it has been updated, go ahead and pull up your bill and I'll meet you back in 30 seconds.

(All verticals)

- To make sure we are making the best use of your time and ours we generally ask you and your significant other have at least 30 to 45 Minutes for the technician to go over your home's options. (Immediately transition to schedule)
- Are there any other decision makers that need to be present for when the Tech comes by?

Schedule

Transition from the kindle:

- Ok, so it looks/sounds like your home actually might be a good fit for the program, we just need to verify that with our design team...
- We have a Tech in the area, he's typically really busy, but fortunately we still have a few slots available – we have a [X] and [X] available, which would be best for him to go over the report with you and your significant other?

(If they say today doesn't work....)

- Ok, let me take a look at tomorrow, do you prefer morning or evening? Would [X], or [X] work best for you guys?
- Perfect. So I have you down for [day] at _____ (have them repeat the time, you don't say it). Do you have any questions for me at this time?