**Professional Phone Sales Script – Example Format**

**Get attention fast**

Hey is that \_\_\_\_? Hey \_\_\_\_, it’s (Your Name) calling from Tech Solar. How are you?

So you entered your details on 3Quotes.com.au, in regards to getting solar for virtually no cost at all?

My job was to work out a solution based around your needs. But before I do that, the way it works is pretty simple.

So we put a system on your roof, doesn’t cost you anything upfront, and then the system just pays for itself each fortnight, with some of the money it saves off your power bill each fortnight.

So it doesn’t cost you anything out of pocket, it’s actually cheaper than what you’re currently wasting on your power bills, and you’re able to get a really good quality system, which is backed up by a company that’s been here for 13 years.

**State agenda and Take The Lead**

So, just to let you know how the call goes. I’ll start off with asking some questions, just so I can get a better idea of what you need. Then if we’re a good fit and we can help, I’ll send out an email and explain exactly how it all works. And then obviously you can decide if you want to be a part of it or not.

(if they don’t say anything)

Sound good?

**Qualify**

So are you planning on staying in the home for at least 5 years?

Do you have any roof renovations you need to do first?

Do you have any shading issues from trees?

Are you the home owner?

Are you working at least 30 hours per week or retired?

**Figure out why they’re here**

So\_\_\_\_, what motivated you to jump on the call today?

What are you currently spending on power per quarter?

So that’s about $\_\_\_\_ per year?

How long have you been at your current address?

**Understand their current situation**

So apart from the washing machine, do you have a dishwasher or clothes dryer?

Could you change your habits to use them during the day more often than night?

How many fridges and freezers do you have?

What do you use for heating and cooling?

And do you have anything out of the ordinary like a pool pump, etc?

Are you on single phase or three phase power?

Tin or tiled roof?

**Figure out what they want**

Ok, so you’re currently paying about $\_\_\_\_ a quarter for power. What are you hoping to achieve with solar?

**Release their control**

Ok, so you said you’ve been at your current address for about \_\_ years, so you’ve spent about $\_\_\_\_ on power bills during that time. So tell me \_\_\_\_, what’s stopped you from getting solar already? Just the cost or?

Well we can definitely help you with that.

(if they say nothing has stopped them)

Ok, well you’re spending about $\_\_\_\_every year on power currently. If you’re not too fussed about getting solar, why not just stay where you are?

**Gain commitment**

And just lastly, if you’re really happy with everything, is solar something you’d be able to move ahead with at the moment? Or?

**Sell company, yourself and product**

**&**

**State offer and explain how it works**

Perfect. So have you got access to your emails at the moment? Excellent, I’ve just emailed out a proposal. So let me know when that comes through.

Great. Open up the solar proposal attachment, and we’ll go through it together now.

**Close**

So we’ve got a 5-10 step approval process. We get the repayments, the meter box and the roof design approved.

If all is good, we get you installed within 1-2 weeks. If not, we work with you to try and solve the issue. The most common issue is not being able to fit the system, and in that case, we’d come back to you with a smaller proposal and see if you still want to proceed.

**Rebuttal**

Yep, no worries \_\_\_\_, that’s totally fine.

So if you had to rate yourself 1-10, 10 being you love it, 1 being you hate it, what would you rate yourself?

(if they say 8 or above)

Yeah look if you’re above 8, it usually means that you like it, but you just want to verify that everything’s correct. Is that where you’re at?

Perfect. Well if you were 50/50 we wouldn’t worry about it. But if you’re above 8, we let you know that you’re not locked into anything with the approval process. So we may as well start it, because you’ll have 5-10 days to verify that everything’s correct anyway.

(if they say anything below 8)

Oh ok, most people are 8 or 9. Generally if you’re less than an 8, it means you’re not happy with something. So what is it that you’re unsure about? Is it product, the company or the price?

(if they say there’s nothing they aren’t happy with)

Well generally people can’t fault the company or the product. It’s pretty easy to verify that it’s good quality and we have excellent service. So I find the main concern people have is around the price.

Now we aren’t going to be your TV advert system for 3-5k. But if you do an ABN lookup on any of the companies selling systems for that price, you’ll notice that none of them have been around for longer than a few years. They’re the cowboy companies in it to make a quick buck before disappearing.

If you’re looking for a good quality system that’ll last over 30 years, with a company that’s been around for over 10 years, making sure you’re being looked after at all times, it’s going to cost at least 8-12k for a 6.6kW.

**Objections and Responses**

**I thought I could get a solar system for free?**

Well, with our repayment program it is virtually costing you nothing. Because if you don’t get solar, you’re going to waste all that money on power bills anyway. So you may as well get a solar system out of it instead of nothing. Wouldn’t you agree?

**I don’t have any money.**

Yep, totally understand, and that’s why we have our repayment program. We can put a system on your roof that costs nothing upfront, then the system just pays for itself each fortnight, with some of the money it saves off your power bill each fortnight. So it doesn’t actually cost you anything out of pocket, and the majority of the time, it’s actually cheaper than what you’re currently wasting on your power bills.

**I’m getting other quotes.**

(This is probably the toughest objection to handle. The only way to overcome this is to sell the product, company, and yourself well enough to begin with, so that they don’t feel the need to look elsewhere. Also have some sort of decent promotion that forces them to make a decision by Friday every week. This has worked well for me, because when other companies haven’t gotten back to them in time, they’ve called me back on the Friday to go ahead with us)

**The solar system is too expensive**

Compared to what? What were you expecting?

Well, we aren’t going to be your TV advert system for 3-5k. If you do an ABN lookup on any of the companies selling systems for that price, you’ll notice that none of them have been around for longer than a few years. They’re whole business model is based around selling cheap systems and then disappearing before things go wrong.

If you’re looking for a good quality system that’ll last over 30 years, with a company that’s been around for over 10 years, making sure you’re being looked after at all times, it’s going to cost at least 8-12k for a 6.6kW.

**I’m not ready to buy a solar system yet**

What’s the main thing holding you back at the moment?

(If it’s cost)

Yep, totally understand. That’s why we have a repayment program that costs you absolutely nothing upfront and is cheaper than what you’re currently wasting on your power bills. If you’re going to stay in your house for at least 5 years, it’s a bit of a no brainer, because you’re going to spend the money on power bills anyway. May as well get a system out of it.

(If it’s some other reason)

Ok, when do you think you’d be ready?

The only reason I ask is because if you wait \_\_ years to get solar, during that time you’ll waste around $\_\_\_\_ on power bills. That’s $\_\_\_\_ you could have spent towards paying off a solar system on our repayment program. So even though it costs a little bit more to do repayments over cash, it’s still better than spending $\_\_\_\_ on nothing. Make sense?

**I’m moving house**

(This type of people are usually disqualified and avoided completely. It’s hard to make a compelling value argument if they are moving soon)

**I don’t want people at my house right now**

Yep, that’s understandable. That’s why we’re doing everything over the phones during this time. Our installers don’t need access to the inside of your house either, it can all be done from the outside. So honestly, this is safer than grocery shopping right now.

**I’ve recently lost my job**

(We can’t get people approved on repayments unless they’re working a job still)

**I’m a pensioner**

No worries, we can get pensioners approved on our repayment program very easily. Remember, the repayments are cheaper than what you’re currently wasting on your power bills anyway. Then once it’s paid off, you’ve got no more power bills for the rest of your life (make sure this applies to their situation).

**I can get a cheaper quote from…**

Definitely, you can pay anywhere between $3000 - $16,000 for a 6.6kW. It all depends what sort of quality and service you’re looking for.

First of all anything less than $5000 are your cowboy companies. If you do an ABN lookup on any of the companies selling systems for that price, you’ll notice that none of them have been around for longer than a few years. They’re whole business model is based around selling cheap systems and then disappearing before things go wrong.

If you’re looking for a good quality system that’ll last over 30 years, with a company that’s been around for over 10 years, making sure you’re being looked after at all times, it’s going to cost at least 8-12k for a 6.6kW.

Are you planning on staying in the home for more than 2 years?

Then you definitely want the system to work properly then yeah?

The last thing you want is a $3000 system that doesn’t work, backed up by a company that no longer exists anymore.