



UNITED LEAD NETWORK
EXCLUSIVE LEADS PROVIDER

Solar Lead Generation Sample

Introduction (For All Scenarios)

Hi [Prospect's Name], my name is [Your Name] from [Company Name]. How are you today?

[Pause for response.]

I'm reaching out because we specialize in helping homeowners and businesses reduce their energy bills by switching to **solar power**. Solar panels can significantly lower your energy costs while also benefiting the environment. I'd love to see if solar energy is a good fit for your property.

Before we proceed, I just need to ask a few quick questions to ensure we find the best solar solution for you.

Qualification Questions (For All Scenarios)

- 1. Full Name:**
Could you please confirm your full name?
- 2. Property Type:**
Are you the homeowner or business owner, and what type of property are you considering for solar?
- 3. Current Energy Costs:**
How much are you currently paying in energy bills each month?
- 4. Roof/Property Suitability:**
Do you know if your roof or property is suitable for solar installation (adequate sunlight exposure, roof space, etc.)?
- 5. Electric Utility Provider:**
Who is your current electric utility provider?
- 6. Timeline for Installation:**
When are you planning to make a decision about solar energy installation? Are you looking to act soon, or are you exploring your options for the future?

7. Budget for Solar:

Do you have a budget or financing preference for the solar installation, or are you open to discussing various options?

1. Callback Lead Handling (Solar Installation):

Step 1: Confirm Interest

- Would you be interested in scheduling a callback to discuss your solar installation options in more detail?

Step 2: Schedule a Callback

- When would be a convenient time for our solar consultant to call you back and go over your options?
 - **Morning**
 - **Afternoon**
 - **Evening**

Step 3: Verify Details

- Let me confirm your details to ensure the callback is scheduled properly:
 - **Full Name:**
 - **Property Type:**
 - **Current Energy Costs:**
 - **Roof/Property Suitability:**
 - **Electric Utility Provider:**
 - **Timeline:**
 - **Budget:**

Step 4: Close the Conversation

- Great! You'll receive a call from our consultant [Consultant Name] at [Scheduled Time]. Please expect the call, and thank you for your time!
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2. In-Person Appointment Handling (Solar Installation):

Step 1: Offer an In-Person Appointment

- If you'd prefer, we can schedule an in-person appointment with one of our solar consultants to visit your property and assess your solar energy needs. Would you be open to meeting with us?

Step 2: Schedule the Appointment

- What day and time would work best for an in-person appointment?
 - **Option 1:** [Date/Time]
 - **Option 2:** [Date/Time]

Step 3: Verify Details

- Let's confirm your details to ensure everything is set for the appointment:
 - **Full Name:**
 - **Property Type:**
 - **Current Energy Costs:**
 - **Roof/Property Suitability:**
 - **Electric Utility Provider:**
 - **Timeline:**
 - **Budget:**

Step 4: Confirm the Appointment

- You're all set for an appointment with [Consultant Name] on [Date/Time] at [Location]. Please let us know if anything changes.
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3. Live Transfer Handling (Solar Installation):

Step 1: Live Transfer Introduction

- I can transfer you to one of our solar consultants right now, who can help you review your solar installation options and answer any questions you may have. Do you have a few minutes to speak with them?

Step 2: Verify Details

- Before I transfer you, let's quickly confirm your information:
 - **Full Name:**
 - **Property Type:**
 - **Current Energy Costs:**
 - **Roof/Property Suitability:**
 - **Electric Utility Provider:**
 - **Timeline:**
 - **Budget:**

Step 3: Initiate the Transfer

- Great! I'll transfer you now to [Consultant Name], who will go over your solar options and answer any questions you may have.

Step 4: Close the Transfer

- Thank you for your time, [Prospect Name]. You'll be speaking with [Consultant Name] shortly.
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Common Rebuttals (For All Scenarios)

- **Not Interested:**

"I understand, but switching to solar can significantly lower your energy bills while increasing the value of your property. Would you be open to exploring some options at a later time?"

- **Already Exploring Solar:**

"That's great! Many of our clients were exploring solar options but found that our services provided better solutions and pricing. Would you like to compare the offers you've received with what we can provide?"

- **Can't Afford Solar Right Now:**

"I understand. The good news is that we offer financing options, and solar can actually save you money in the long run. Would you be open to discussing affordable financing options?"

- **How Did You Get My Information?:**

"We usually receive information through online requests or databases that help individuals and businesses find solar installation services."

Final Confirmation (For All Scenarios)

Before ending the conversation, confirm the following details:

1. Full Name
2. Property Type
3. Current Energy Costs
4. Roof/Property Suitability
5. Electric Utility Provider

6. Timeline
 7. Budget
 8. Next Steps (Callback, In-Person Appointment, or Live Transfer)
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Closing Statement:

Thank you again for your time, [Prospect Name]. We're committed to helping you find the best solar solution for your home or business. If you have any further questions, feel free to contact us at [Phone Number]. Have a great day!

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