



Marketing Leads Script

Hey (Homeowner), How are you? This is (Your Name) from Sustainable Solar; I was calling because you requested some information about going solar, correct? OK great, we can definitely set you up with a free consultation. I just need to ask you a few qualifying questions real quick, do you have a minute?

Ok, great! How long have you been looking into solar?

Why haven't you moved forward in the past?

Is your roof Pitched or Flat?

What's the address so that I can look up your roof?

Is this a 1 family or 2 family house?

Ok, well I'm not sure if you knew but going solar can help you save about 20-40% on your electric bill, you can receive about \$5-10,000 in solar incentives, and the best part is that you don't need to pay anything out of pocket at all. To see if you and your house qualify to take advantage of solar, we would need to set you up with a consultation.

What's the best time for you, would it be weekdays or weekends? (Let them respond) Do mornings or afternoons work best? (Let them respond) Awesome, would you prefer ____ or ____? (Two Times Ex: 10am, 12pm or 4pm, 6pm). Ok, perfect, so we have you for (repeat scheduled time and date for the person) all set for you!! If you could, please have your electric bill available and be in front of the computer for our virtual appointment and we'll be able to go over everything. Thanks, speak to you then!