



# Door-to-door sales of solar power

Is it possible to sell solar energy door to door?

Selling solar energy is possible door to door. However, it's not an easy task. You will face the same challenges that field sales reps in other industries face. Additionally, you have to deal with the specific nuances of solar energy.

Will your door to door solar sales pitch fail?

If so, your door to door solar sales pitch will fail. Always remember... You don't sell solar panels, you sell energy-related solutions. This is important because your prospects don't actually care about the panels.

Should you have a sales script when selling solar door to door?

When selling solar door to door, it's not necessary to use a rigid sales script. Instead, use your script as a checklist to ensure you don't miss out on important points or questions. Door-to-door sales scripts provide room for flexibility as the conversation may take any direction based on the situation.

What is a door to door sales?

Door to door sales gives reps the opportunity to explain the ROI of a solar energy system, discuss financing options, and even show homeowners a rendering of what their home will look like after solar panel installation.

Does door-to-door solar work?

Door-to-door continues to be a popular sales method for residential solar -- even through the pandemic -- for one simple reason: It can be very effective. But, just because it can be effective, doesn't mean it's easy.

How to be a good solar salesperson?

Live by the 90/10 Rule As a door-to-door salesperson, you need to spend 90% of your time in preparing and setting up the sale and use the remaining 10% to close the deal. Besides the training provided by the solar company, sales reps. also need to read quality books on direct selling, watch training videos, and prepare their own sales pitch.

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