

Objection Training

Danny Pessy

Not interested. I'm busy.

1. “Hey absolutely that’s why I’m here.” (During the intro)
2. “For sure. Have you talked to someone about this already? What part were you not interested in?” (During the pitch)

It's too expensive.

1. “Absolutely. Most things in life are too expensive. What’s the main part you think is too expensive? The main reason people buy solar is because they’re saving money in a 25 year period. You can’t predict the future but you can look at the past. How much was gas back in the 80’s? How much is it now? What else is going up?”

It's just bad timing.

1. “It’s BAD timing to pay the utility bill.” (Haven’t hooked them enough)

I'm moving.

1. “Cool who’s your realtor?” (If they have one, dip. If not, push through)

My bill is too low.

1. “If you had a high bill you would’ve gotten this. We’re looking for people that have a low bill, somewhere between 100-200 range.”
2. “It sounds like you’ve already looked into this before? Besides the money part, what did you like about it?” Then ask, “What did they hate about it?”.
3. “That’s a good thing because a lot of the high bills won’t fit the solar on their roof.”

I don't like the look.

1. “What specifically do you not like? What do you look at more, your roof or your checking account?” Then ask, “What color are your shingles?”

I don't want it on my credit.

1. Talk about credit from a stance of power and they will get more comfortable. Ask them how their credit usage is. Serve them. Dig deeper into the situation.
2. "We have options that will look at the credit but won't show up as debt."

I've heard horror stories.

1. "Hey I completely understand. The worst part of my job is when someone only has one product and force that on you" Ask them which of the 5 solar products their friend that had a bad experience got. (Cash, finance, PACE, PPA, lease)

I'm too old.

1. "Awesome. Are you too old to save money? When was the last time you looked into it? If I could get you on a fixed rate would you look into it?"

I don't believe in it.

1. "This isn't a fairy tale. The numbers work or they don't. When was the last time you looked into it?"

It's all politics.

1. "Doesn't matter if you're republican or democrat, it's a money thing. When was the last time you voted for someone that they gave you money? You save money just going for this no matter what."

I'm waiting for newer technology.

1. "This works like a washer or dryer and at the end of the day, you're getting clean clothes. Same thing with power. At the end of the day, you're saving money. If you wait, it's money you could've been saving and building."

I don't want holes in my roof.

1. "For sure. We have a 20 year warranty so you're covered there. Anyways..."
(continue in pitch)

I don't want two bills.

1. "For sure. What do you mean by two bills? We're just simply redirecting your PG&E payment and putting it into solar at a fixed rate and you pocket the difference."

My wife doesn't like it.

1. "My wife doesn't like me and we've been married a long time. With solar, there's nothing to like. At the end of the day, if this is a better thing for your checking account, would you do it?"

I hate solicitors.

1. "No worries I do too. What's your phone number and I'll call you from my car as a telemarketer"

I want to think about it.

1. "Absolutely. I don't have the panels with me so it's not like I'll put them up today. My job is just to make the numbers work on your house. If it works out great, if not no worries!"

I'm comfortable with what I have.

1. "For sure. Most people don't notice the small incremental increases until it's double what they're paying. We help fix that now before it's too late."

I don't wanna save money.

1. "That's crazy! What do you do for work? Are you hiring?" (Transition to other questions) "Do you own or rent your house? Your car? Your tv's and furniture? Exactly you own it. Why do you continue to rent your power?"

You're not from PG&E.

1. "Of course I'm not PG&E. They hate that we're out here. Have you looked at your utility bill? You're already paying for people to go solar. It shows on the bill."

My son does solar.

1. “Oh cool. How come he hasn’t put it on the house yet?”

Are you solar?

1. “No I’m Josh. We do have a few different programs and depending on what you qualify for, that’s what we’re doing.”

I’ll do it myself.

1. “For sure. There’s a lot that goes into it with permits, wiring, roof penetrations, etc. If we have warranties in place, it protects you as a homeowner. Would you want to protect your beautiful home more or would you take the liability and save a few bucks?”

Can I just get a business card?

1. “Yep I’ll leave that at the end. Like I was saying...”

My gas bill is the main issue.

1. “I’m sure you’ve noticed gas going up a lot. The reason being is that they’re no longer manufacturing gas products here in the States. They want everyone to go over to electric. There’s a ton of rebates you can get right now by switching them to electric. Which products do you have that are still gas?” (Proceed to explain switching to electric and saving money with a lowered rate)

Interest rates are too high.

1. “I totally understand but what’s higher is inflation. That’s why people are going solar. Interest rates won’t out pace inflation.”

I looked around already.

1. “For sure. I’m like a car dealer that works with alllllll the options and find what’s going to be the best bang for your buck. Doesn’t matter what one you get to me. I’ll show all of them to you and you choose what one you like best and which one can save you the most money.”

I've heard you can get it for free.

1. "Nothing in life is free. Cheap ain't good and good ain't cheap."
2. "If it was free, why haven't you done it yet?"

I want to go with a local company.

1. "That's great! A ton of the options we have are local." (Show reviews and address of the local company)
2. "Some small local companies will go out of business and we don't just want to fix something now but rather in the future as well. If you call and someone can't come out to fix the system because they're out of business, that won't work."

You're like the 5th guy to come by this week.

1. "They always send the ugly guys first. We're doing something a little different. Have you realized why so many people are coming to your home." (Pull them outside) "Do you see this big beautiful roof? Look at all the sun hours you're getting. You literally have the perfect house. Just level with me, what makes you hate solar?"

I don't want Chinese panels.

1. "Cool well unfortunately almost everything made is Chinese. The grid parts are from china and the power producing plants are these made. You won't cancel them so why would it matter here?"

What if the next homeowners don't want it?

1. "The thing is when it comes to panels, it's the same as buying a home. Someone who wants a pool will look around for homes with a pool. Someone who doesn't want a pool will avoid a house with a pool. With so many more going solar, everyone knows you can save money. If someone wants to buy a house with a low fixed rate utility bill, they'll look for that."

What if I can't pay it?

1. "Are you paying your utility bill?" (Dig a bit into the situation to see if they owe money to the utility)

I'm renting.

1. "For sure. We just wanted to make sure the homeowner was paid properly."
(Ask again) Are you the homeowner?

I don't know my power usage.

1. "What did your house before use?" (Ask them questions and get them involved)

I don't want a 25 year contract.

1. "I don't blame you. How long is your current contract with PG&E? If it's not a contract why do you keep paying it?"

I'll do other house projects before I do solar.

1. (Haven't built enough value)
2. "Totally! That's why we're going to do the whole process for you. We just need 15 minutes of your time."

I retired with PG&E and have discounts.

1. "For sure. All we're going to do is redirect what you're normally paying to PG&E into something that you own."

I don't want debt.

1. "How'd you buy your house? Cash or finance? Why'd you finance it"
(Continue with pitch from there)

The panels give off radiation.

1. "Why do you think that?" (Have electrician ground the panels and it will get rid of it. Can bring this up with homeowners)

I need a new roof.

1. "Awesome! We'll help do both solar and roof and use your PG&E bill to pay for it."

My roof doesn't have enough space.

1. "I gotcha. Do you have a spot I can pull up my computer to show you the map and we'll just check it out real quick?" (If they say this, they've most likely looked into it before and you can build from that)

I don't qualify.

1. "How long ago did you look? We have new options that have helped out neighbors."

I don't want a lien on my house.

1. "We don't look at any options with liens."

I don't speak English.

1. "No problemo. Your shoes are on fire." (IF they look down, they're full of crap)

You can't recycle the panels.

1. "Do you know how many fossil fuels are burned in a day? The environmental impact of solar even with recycling is better than fossil fuels."

My spouse takes care of the bills.

1. "You make the money and they pay the bills! Awesome." (Set with both of them there. Don't sell them solar, sell them on time. Build enough interest in the person to get them the bill but not enough that they can sell it to their spouse. You are the salesperson, not them.)

What happens if they break?

1. "25 year warranty and home owners insurance. A lot of policies will include it for free."

I want to research the panels

2. "For sure. I'll run the numbers with these different ones and the expert can show you some more information on each of the panels. We always use tier 1. (Buy benefit, not logic.)"