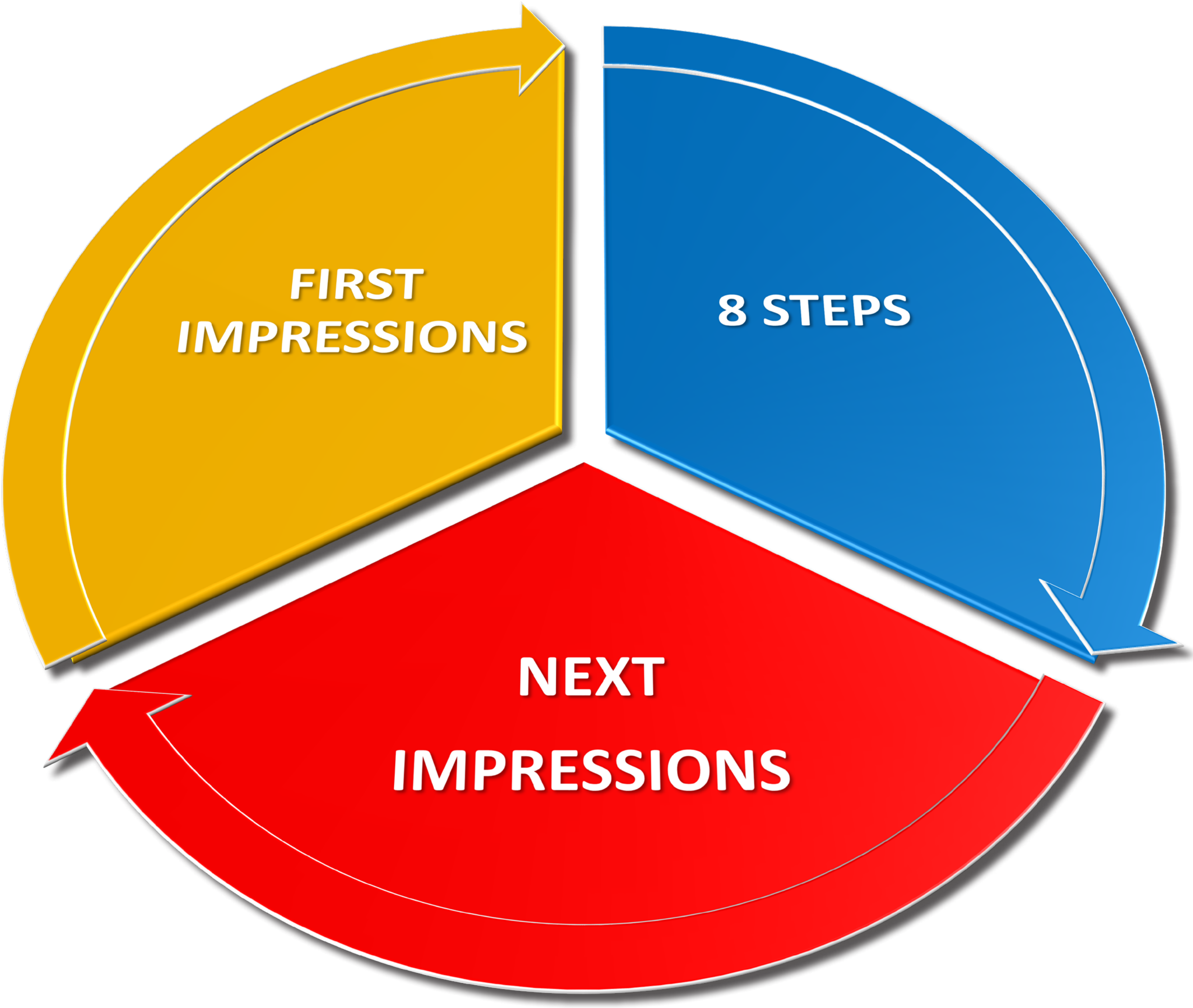
THE SOLAHART SALES PROCESS



THE SOLAHART SALES PROCESS

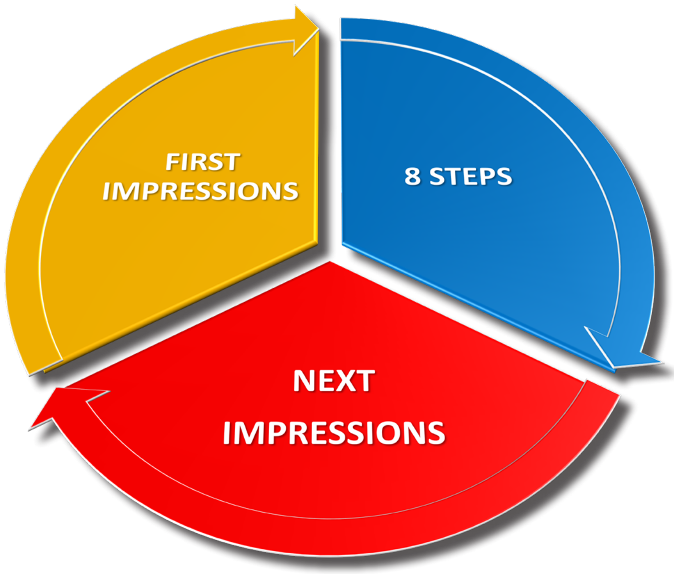
In simple terms, a sales process is a systematic approach involving a series of steps that enables a sales force to close more deals, increase margins and make more sales through referrals.

Solahart has developed a 'series of steps' that are customer-centric to help dealers retain prospects and increase sales volume, as well as revenues. The 'series of steps' are systematic and not haphazard.

Random acts produce unexpectyed and uncertain results. In sales, random acts can be used occasionally, but a systematic and well-defined best practices approach can assure predictable results.

Over the years, Solahart has perfected a 3 stage Sales Process being:

1. First Impressions
2. 8 Steps Sales Process
3. Next Impressions/Referrals



This process treats each stage uniquely and when the first two stages are successfully linked, the third stage, being the processing of referrals, completes the circle.

FIRST IMPRESSIONS

All things start with a First Impression, and the Inbound Call is the perfect opportunity for the Solahart Dealer to establish an excellent and lasting First Impression.

It also presents an opportunity to establish an ongoing Person to Person relationship through service excellence. Your customer may have a multitude of reasons for initiating the inbound call, so we must maximise this contact opportunity by gathering all pertinent information about their situation. We must establish the chance to get face to face with them in their own home to understand how you might help them. Your objective; therefore, at this stage, is to sell the appointment.

> The way you and your staff handle the telephone is fundamental. Remember from the outset, that the main objective when taking incoming consumer sales calls is to schedule an obligation-free in-home Solar Assessment and DO NOT attempt to sell over the phone.

It is essential that every Solahart Dealer ensures they have appropriate systems established to respond to calls within an agreed and timely manner. There is no doubt that this is an opportunity for you as the local Solahart Dealer to offer a service that sets you well over and above that of our competitors – it is another opportunity to stand out from the crowd.

All calls are recorded for training purposes.

> It is essential that every Solahart Dealer ensures they have appropriate systems established to respond to calls within an agreed and timely manner.

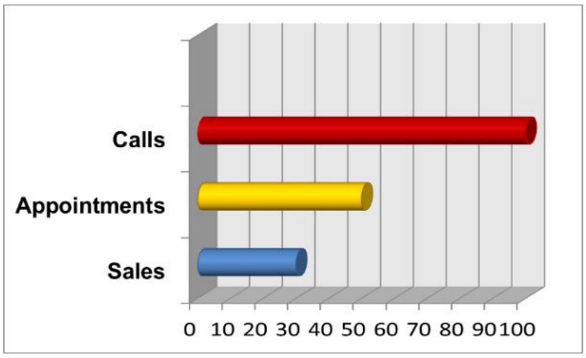
Lead to Conversion Rule

The following data is gathered monthly and merged into what we call a 'Performance Score-card' to track dealer performance:

- All leads received in the form of Inbound Calls and on-line enquiries
- The number of In-Home Solar Assessments or appointments completed
- The total sales of systems

One of the important outcomes of this Performance Scorecard is the Lead to Conversion Ratio, which is used to measure dealer performance against the State's average.

The following example indicates that from 100 Inbound Calls and online enquiries, 50 In-Home Solar Assessments were conducted, resulting in 30 systems sold.



100:50:30 Rule

First Impressions targets the ratio from Calls to Appointments; in this case, a 50% success rate.

At a glance, the Solahart Dealership can benchmark their performance with their peers and more importantly, within your own Dealership on an ongoing basis.

It soon becomes evident, that First Impressions are ever so vital to a Solahart Dealer's ability to establish appointments successfully.

The higher the conversion ratio, the greater opportunity for your Dealership to close sales.

The First Impressions system is a training process that should be adopted by all within a Solahart Dealership. Solahart provides personal training, and the process is available electronically as well as hard copy presentations.

The following First Impressions summary only highlights key parts of the training process.

FIRST IMPRESSIONS TRAINING (SUMMARY)

It takes just a glance, maybe three seconds, for someone to evaluate you when you meet for the first time. In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanour, your mannerisms, and how you are dressed.

With every new encounter, you are evaluated, and yet another person's impression of you is formed. These first impressions can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for all the relationships that follow.

So, to be a successful Solahart Dealer, it's important to know how to create a good first impression.

The following summary points will provide some useful tips to help you do this.

The Pre-Check

- Is your Dealership's phone system sufficient to handle multiple incoming calls
- Has your team been briefed on all offers and current promotions?
- Are your database tools or diaries open and ready for action?
- Do you have a list of prompts and questions (or a script) that your team may utilise?

Remember

Our objective is to set a Free in-home solar assessment **appointment**

The Greeting

Customers expect to be greeted by Solahart, so be prepared to brand up and answer as Solahart:

- Answer the call clearly, and identify who you are. For example: "Good morning, this is Solahart Sydney. You are speaking with Rob. How may I help you?"
- Listen attentively to your caller's needs and wants, and take notes.
- Ask permission to note down the caller's name and contact details; it is all part of establishing a person to person relationship. By gaining approval, you now have the consent to repeat their name; so use it!

You have now opened up the prospect to ask for more information pertinent to the call. YOu can now use the 'Tell me' technique; for example:

- "Thanks, John. Tell me, how we can help you with your solar needs today?" or
- "Tell me, John, how long ago did you notice the old hot water system leaking?... We can certainly help you with this."

Questions - Open and Probing

Asking the right question is at the heart of effective communication and information exchange. By using the right questions in a particular situation, you can improve a whole range of communications skills. For example, you can gather better information and learn more; you can build stronger relationships, manage people more effectively, and help others to learn too.

You bring value to your prospects, clients, and yourself through the questions you ask - but only if they're good questions. The First Impressions system focuses on Open Questions.

A closed question usually receives a single word or very short, factual answer. For example, "Are you thirsty?" The answer is "Yes" or "No"; "Where do you live?" The answer is generally the name of your town or your address.

Open questions elicit more extensive answers. They usually begin with what, why, how. An open question asks the respondent for his or her knowledge, opinion or feelings. "Tell me" and "describe" can also be used in the same way as open questions.

Open questions are simply those that require conversation so further details may be gained (as opposed to closed questions, that require a simple yes or no response).

How to Ask Open-Ended Questions

Asking a prospect or client "Did you find this meeting helpful?" at the end of the meeting is a closed-ended question because they can only answer "yes" or "no."

And while it's good to know that they found the meeting helpful, unless they volunteer some elaboration to their answer, you won't know in what ways they experienced value.Maybe they just mean to be polite.

On the other hand, asking a more elaborate question, such as "We've been through a bit of a process to get to this point. Can you tell me the value you feel you've received by going through this sales presentation?"

Now, what happens? Your prospect or client will most likely articulate their perception of the process, which helps you to get even clearer on your value.

In addition, asking your prospects and clients about value actually helps them reinforce it in their own minds. The net result is that you become more referable and earn the right to ask for referrals.

How to Turn Any Question into an Open-Ended Question

So here is your action step for the next few days. Start to pay attention to the questions you are asking your prospects, clients, and everyone else you encounter.

Did you just ask a closed-ended question when an open-ended question would have yielded more information for both parties? Where appropriate, start to turn some of your closed-ended questions into open-ended questions.

If you find yourself asking a closed-ended question, you can always open it up at the end. For example, if you start by asking "Did you find value in this process?" you can follow it up with, "If so, please tell me, what did you find most helpful?"

Asking probing questions is another strategy for finding out more detail.

Sometimes it's as simple as asking your respondent for an example, to help you understand a statement they have made.

At other times, you need additional information for clarification or to investigate whether there is proof for what has been said:

- "When do you need this report by, and do you want to see a draft before I give you my final version?"
- "How do you know that the sales force can't use the new database?"

Probing questions are suitable for:

- Gaining clarification to ensure you have the whole story and that you understand it thoroughly.
- Drawing information out of people who are trying to avoid telling you something
- Probing Questions encourage further information that can be a valuable tool for your sales specialist to utilise.

> **REMEMBER:**
>
> Questions need to be constructed in a logical sequence.
>
> Remember the "Tell me" technique...
> **Information is our friend.**
>
> To show that you have been paying attention to their call, reiterate the main details they have now provided to you and proceed to establish a Free In-Home Solar Assessment

Set the Scene for the Appointment

By now, we should have established a reasonable person to person relationship and built a high level of trust, as this is a key to working towards a successful sale. Now you can:

- Explain the Solahart Free In-Home Solar Assessment process and the benefits to the customer (this will be explained during the 8 Steps Sale Process Training). This will establish an expectation by your customer that they are receiving a thorough assessment, and the outcome will be professional, in line with The Solahart Way.
- Use a **Dual Positive Close** technique when setting an appointment. For example, "John, I can have Rob our solar specialist out to your home tomorrow at 4.00 pm or Friday at 8.30 am, which suits you best?"
- Arm your solar specialist with as much information as possible; for example, a NearMap or Google Maps image of the address, full name address and other details; have they mentioned the current promotional offer? What products are they seeking details on? and more.
- Confirm the appointment. Offer to confirm by text or email and be sure to thank your customer for calling Solahart.

First Impressions Summary

- Do your Pre-Check, are all your systems working?
- Remember your Objective is to Sell the Appointment
- Ask Questions, open questions, probing questions
- Develop a Person to Person Relationship
- Set the Scene, Set the Appointment and Arm your salesperson

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The opportunity to conduct an Obligation Free In-home Solar Assessment is the outcome we want by establishing a great First Impression. Your front-line team must possess the right attributes to gain this appointment, and it is vital that anyone who answers inbound calls can deliver that First Impression.

THE SOLAHART SALES PRESENTATION - 8 STEPS SALES PROCESS

We hear things all the time like, "Sales is not a science, it's an art," or "Salespeople are born, they're not created." The reality is that best-in-class companies view a sales process as something that can be measured, can be trained, and can be improved.

And they see it as the backbone for the customer interactions that they're going to have. They become a road map for the salesperson in those interactions, to guide them through the identification of customer needs, selecting the best offering for those customers, articulating and proving the value that the customer will get from those offerings, and then reinforcing that value to the customer.

Following the booking of an appointment, the Solahart Sales Process is well underway. It is now that the '8 Steps Sales Process' formally commences.

All successful sales operations worldwide work to a tried, and proven sales process and Solahart has developed this '8 Steps Sales Process' over many years.

The '8 Steps Sales Process' is constantly being reviewed and refined. This is not just to keep abreast of product segment and model changes, but equally as vital, to meet consumer and marketplace changes.

Why do we have a Sales Process?

- A process helps you to maintain focus and keep on track
- It forms a basis where you may measure success and apply remedies where the process is not followed
- It's a step by step coaching tool for those who may not be natural salespeople
- A sales process is a tool to maximise your chances of successfully closing a sale.

This section of The Solahart Way contains a snapshot of the '8 Steps Sales Process'. It has been developed into a modular training tool and is regularly delivered by your Solahart State Team.

Many Dealerships will also conduct regular updates/reviews to ensure the team is not just following the process, but to enhance it further with practices that can be added locally to improve your success ratio.

8 STEPS SALES PROCESS

The ‘8 Steps Sales Process’ sets you apart from your competitors at every level. It includes specific actions that help you and your team address (and not fear) objections, but instead treat them as a logical part of the sales process and goes even further showing you to refine your closing techniques.

1. RAPPORT AND FOOT IN THE DOOR
2. AGENDA / SITTING DOWN
3. INFORMATION GATHERING
4. INSPECTION / BUILDING VALUE
5. FEATURES & BENEFITS / YES
6. DELIVER THE QUOTE
7. HANDLING OBJECTIONS
8. THANK THE CUSTOMER / FOLLOW UP

Before we address Step One, there must be a transition (a handover) between your First Impressions (call handling) and the In-home Solar Assessment.

Your salespeerson needs to be well-armed with information gained during the First Impression phase, including (where possible):

- NearMap or Google Earth image of the customer’s home
- What instigated the enquiry, e.g. saw/heard your latest advert, time to act, a neighbour has one etc.

- Type of product/products being sought
- Was there any mention of finance or methods of payment, urgency, etc.?
- Were any other buying signals detected and if so, what were they?

Information is crucial in all forms of sales and particularly for your salesperson to best meet your customer's wants and their needs.

8 STEPS SALES PROCESS - TRAINING MODULES

The '8 Steps Sales Process' training is set up by Solahart up in 4 modules. There are 2 steps to each Module; therefore, you can stagger your practice or revision to suit your Dealership's requirements.

MODULE 1	1	RAPPORT AND FOOT IN THE DOOR
	2	AGENDA / SITTING DOWN
MODULE 2	3	INFORMATION GATHERING
	4	INSPECTION / BUILDING VALUE
MODULE 3	5	FEATURES & BENEFITS / YES
	6	DELIVER THE QUOTE
MODULE 4	7	HANDLING OBJECTIONS
	8	THANK THE CUSTOMER / FOLLOW UP

MODULE 1 - STEP 1

1 RAPPORT AND FOOT IN THE DOOR

We know that most people will (or won't) buy based on trust and value alone, so building the foundations of trust through establishing a strong rapport with your customer is a must!

The 8 Steps Sales Process places significant importance on the Rapport Step; this means:

- How you represent your brand and how you present to your customer (both visual and verbal)
- Making your customer as comfortable as possible
- Breaking down potential barriers even before some arise and
- Building a trustworthy person to person relationship

At this early stage, buying signals may start appearing. These signals will form part of your sales presentation.

MODULE 1 - STEP 2

2 AGENDA / SITTING DOWN

Set the agenda and set the scene. This step is where your salesperson transitions from rapport building to 'Business' and introduces how the In-home solar assessment is conducted.

While all 8 Steps are very important, this step will often point to whether or not the sale has a positive outcome.

During this step:

- Set the agenda of the meeting – this way your customer knows where you are starting and where you will finish, so there are no surprises. You need to paint the picture of the Solar Assessment, and it looks like this:
    - You will ask some questions, so you have a clear picture of what your customer is seeking (establishing needs)
    - A walk-around inspection inside and out will then be required (with your customer's help)
    - Reconvene inside where the solar assessment is completed, the quote is delivered and the numbers are explained
    - Assuming all are in agreement, dates and installation processes can commence

Setting a clear agenda allows you to establish control and where necessary, regain control. If done correctly, it gives your salesperson permission to ask for the sale.

MODULE 2 - STEP 3

3 INFORMATION GATHERING

Step 3 is where you commence gathering the information in a structured way to figure out what your customer is seeking. When coupled with Step 4 – Inspecting the site, it will provide you with all the details you require, not just to formulate your quotation, but also to include your customer in the process, so they are more comfortable with the final selection.

The 8 Steps Sales Process encourages the use of techniques of open-ended questions as well as 'QAS.' (Question, Answer and Support).

By crafting probing questions into a logical sequence, you will be able to drill down closer and closer to what your customer is seeking. It is now when you incorporate any details taken during First Impressions, thus building a closer rapport and trust.

The structure of probing questions and information gained is equally important no matter what product category is being addressed. For that matter, the solution may incorporate more than one category.

MODULE 2 - STEP 4

4 INSPECTION / BUILDING VALUE

This stage is when you build value to your solar assessment and can differentiate you from your competitors. Building value can also be a great benefit when discussing the quotation that will follow soon.

- By now, you would have established your customer's needs and wants
- You would also have identified the solution they are seeking.

The site Inspection is more than just theatre; it sets you apart from your competitors as the professional to trust.

The 8 Steps Sales Process provides you with the reasons why you should get your customer involved in the Inspection. It is the opportunity to apply the tools and methods to help visually present your solution(s), note further important information, take measurements and pictures, which are all important to your process.

MODULE 3 - STEP 5

5 FEATURES & BENEFITS / YES

At this stage, we should already be prepared with all of the information gathered to commence explaining your outcomes.

You have already been shown how to incorporate all the valuable information gained so far, and how to match it with the Features and Advantages of the product. Now, you will be able to explain the solution and compare it to your customer's wants and needs (Benefits).

Generally, people buy on benefits so it is important that you or your salesperson knows how to identify a Feature and an Advantage and match it to a specific Benefit for that particular customer. Refer back to the Product and Services section of The Solahart Way if you need to refresh on this topic.

It is now where you can start tying down the solution within your customer's mind as you move towards a 'Trial Close'.

The 8 Steps Sales Process shows you how to obtain a positive 'Yes' to the Benefits you are presenting as a Feature. The Benefit is worthless unless your customer says 'Yes', wouldn't you agree?

Solahart's 8 Steps Sales Process introduces further techniques that will prompt a response from your customer and assuming you have followed every step correctly up until now, a 'Yes' is most probable.

As an example, "Can you see?" - is also a technique often used to commence a sentence (a Yes response from your customer indicates you are building good rapport).

Features and Benefits must incorporate USP's (Unique Selling Propositions). Solahart has numerous USP's and the 8 Steps Sales Process shows you how to incorporate them into the sale.

MODULE 3 - STEP 6

6 DELIVER THE QUOTE

There is more to a sale than just delivering a quote. At Step 6, you are shown how to add further value into the process; a value that only your Dealership can bring to the process. For example:

- Your endorsed/qualified installation team and equipment
- How you comply with local requirements, plumbing, electrical, and building codes, Standards, Site Risk Assessments, Liability Insurance, etc.
- How you follow the installation process and checklists that are unique to your Solahart Dealership, and so much more.

Incorporating demonstrable benefits, Solahart USPs, and building value to your proposition are all a necessary part of delivering the quotation.

The 8 Steps Sales Process will help you understand:

- Various methods used to deliver a quotation that is logical and easy for your customer to understand
- Explain the role of the financial benefits (rebates and incentives) that may be available from various governments
- Qualify what is included in the quotation.

All quotations must conclude with a 'Dual Positive Close', which is another technique central to the Solahart sales process.

MODULE 4 - STEP 7

7 HANDLING OBJECTIONS

Is an objection the end of a sale? Definitely No.

An objection is simply part of the selling process, and it is during Step Seven that you see how an objection is most likely a buying signal.

This step takes the emotion out of an objection. An objection can be a simple request for more information, a smokescreen for a real reason, or an excuse. Still, it should be seen as an opportunity to provide more information or clarification of details already supplied.

During this step, you are shown how to:

- keep your customer comfortable when an objection may occur
- introduce a few logical questions that identify what is the driver for the objection
- isolate the objection, and
- overcome the objection.

Following the 8 Steps Sales Process will keep you in the game, where many others would have already folded and moved on.

Objections are inevitable, but should never be seen as a door slamming in your face. The key is to understand why the customer is objecting; you must take the time to uncover this if you hope to move forward in a mutually beneficial way. While customers may object for many reasons, let's take a look at a few common causes:

- It may only be a **lack of knowledge**: "We don't need a solar solution."
- Maybe it is a **specific, warranted concern**: "Your price is higher than everyone else's."
- It may represent a **hidden agenda**: The customer has a preference or incentive to use a different product but doesn't say that outright.
- It may be a **perception issue**: "The panels are cheap technology."
- Maybe we **are not clear about their interests**: "That's not a priority for me this year."

Take action: Think about the objections you receive in your line of business. Write down an example for each of the above types of objections. The techniques in this section will assist you with these and many more that you're likely to face. You may not overcome them every time, but at least you didn't give up before even trying.

An objection is simply part of the selling process and it is during Step Seven that you see how an objection is most likely a buying signal.

Now that you have written down the most common objections, here are some of the top tactics for handling them:

Tactic #1: Gratitude

Say "Thank You!"
Always thank your customer if they put forward an objection because this is an opportunity to address it and move on with your deal. In fact, ask them about all of their concerns right up front, and you'll receive even more opportunities to turn the table to your advantage. Don't forget, an objection is better than a "no" because it gives you a place to begin the conversation. A simple thank can help diffuse situations with angry or upset customers and get you on the way to solve their problem or getting them back on the happy train.

Don't forget, an objection is better than a "no" because it gives you a place to begin the conversation.

Tactic #2: Empathise

Empathy is a way to connect with your customer on a personal level; show you care and that you're listening. We've all had to say no at times, but remember, that in a business situation you're not always speaking to the decision-maker. Often, they're just the messenger; so don't shoot yourself in the foot by getting defensive. After thanking the customer for bringing the objection to your attention, empathise in a way that will help further diffuse the situation.

For example, "I'm sorry you feel that way, it sounds like this has been very frustrating. I hear what you're saying, and I think I can help". By empathising with the customer, they're more likely to open up and share more.

Tactic #3: Let the Discovery Phase Begin

Now that you have tools to diffuse a situation take your time to uncover what's really going on. Good customer discovery always focuses on asking open-ended questions. If the customer can respond with a "yes" or "no," then have to rephrase your way of asking, which can be more challenging than it sounds, and it takes practice to develop this ability. You can test yourself at home or with a friend; have a conversation with someone and only ask them open-ended questions.

If you get stuck, just do what every 4-year old does, and ask why? You'll be amazed at how powerful that little question can be! Building rapport is equally important during the discovery phase. Check out a blog article titled Your Best Sales Prospecting Asset is You, for some great tips on building rapport and trust.

Tactic #4: Ask, Probe, Confirm

Questions are now flowing; it's essential now to keep the conversation moving further and more profound. As the customer responds to your open-ended questions, you should probe further by asking more questions about what they've just said. If at any time you don't understand something, ask them to clarify.

A great example of this tactic is when the customer mentions an acronym or other words specific to their company or business process. Experts say that it takes at least 4-5 layers of questions to uncover the pain or nature of the objection. Take your time and keep asking questions until you truly understand the reason for the objection, and they've satisfied your curiosity. Finally, repeat what you heard in your own words and ask them to confirm that you've correctly understood.

Take your time and keep asking questions until you truly understand the reason for the objection, and they've satisfied your curiosity.

Tactic #5: Show Them The Value

To keep your customer around for the long haul, they must see value in your product or service. The purpose of useful discovery is to understand what's important to them, why it matters, and what their business would be like without your product or service.

When you uncover a potential pain point, your next step should be to quantify what that pain is costing them. If the customer continues to object or restate the same objection, then you're not asking the right questions to align your value to their pain. Pain can cost a customer in different ways; for example, expensive power bills, wasted time, and more.

> By taking the pain point and expanding on it, the salesperson can then encourage the prospect to quantify the problem in personal terms, and thus, convincing them that purchasing a product/service to resolve the issue is worth the investment.

Tactic #6: Back It Up With Proof & Customer References

Now that you've gone through steps 1-5, it's time to back up your statements with industry research, customer references or customer success stories to prove the value of your product or solution. Customer references are another great tool because those stories often represent pain or objection that was overcome with success.

We challenge you to learn at least 3 new and relevant customer stories a month. Over time, these stories will set you apart from others and give your customers another reason to trust you with their business.

Managing objections requires practice. Take these 6 rules and apply them to your business. You'll see very quickly that they do work.

The quality in a product or service is not what you put into it; it's what the customer gets out of it.

Think about what's in it for the customer, take what you've learned from your discovery and wrap your solution in terms of values and benefits that will uniquely help them – this is how you delight your customers.

> "The quality in a product or service is not what you put into it; it's what the customer gets out of it."

MODULE 4 - STEP 8

8 THANK THE CUSTOMER / FOLLOW UP

You have made the sale, now what?

The process has not concluded yet; there are more actions to follow:

- How do you take the deposit or commence the Finance Procedure?
- Which documents are completed today and which come later?
- When is installation scheduled, and who is the contact?
- What timeline occurs from here-on?

There is most likely another person within your Solahart team who will now become involved, much like when your customer commenced with First Impressions, and then you became involved.

This process needs to be given the same importance as any others so far. It is also a time to celebrate the commitment made by your customer as this hopefully may lead to them becoming a solar advocate for you.

Not all sales can be concluded during the Free In-Home Solar Assessment. The Solahart 8 Steps Sales Process has left little to chance. There are several reasons why you may not have been able to close the sale today:

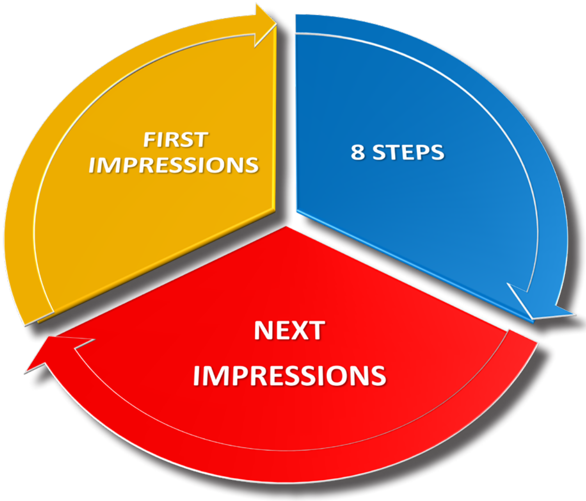
- A partner's involvement may be required
- The solution may require further research
- The job may not be ready as yet

The techniques shown in this manual keep the sale alive, and here you can introduce the follow-up methods to bring the sale to a positive and successful conclusion.

Solahart's 8 Steps Sales Process is targeted directly at the Dealer Principal and their salespoeple. Steps One and Two are also made available to your First Impressions team so that they too can share ownership of the methods your Dealership practices. The process encourages you to add to, own and use it as a coaching tool for your team.

NEXT IMPRESSIONS

Completing the circle of the Solahart Sales Process is 'Next Impressions'.



This training section focuses on customer referrals which are very important to our business.

After-sales service is just as important as the assistance before and during the sale. It is through such courtesy and building of rapport that you earn forever customers.

Solahart has developed the 6 to 8-week rule for purchasing customers. The objective is to have a genuine reason to re-engage with your customer after the sale and installation processes have been completed. This re-engagement gives you the opportunity to:

- Ensure that the entire installation process occurred well
- Address promptly any outstanding issues
- Assist your customer to understand their product and if identified, extend support
- Make sure that their details are correct in your database for future scheduled services (e.g. 5-year service on solar water heater products)
- Maximise the great rapport already built and seek customer referrals

Solahart suggests that the 'Next Impressions' step is undertaken by the same team-member with whom your customer has already engaged with and pre-established a person to person relationship.
It is a known fact that will make this task so much easier than introducing a new person into the scene.

Next Impressions are earned. They are the culmination of all of the steps and stages of First Impressions and the 8 Steps Sales Process.

AFTER-SALES SERVICE

As mentioned in Next Impressions, the sales effort does not stop when the customer has agreed to purchase a Solahart system. In fact, this is your opportunity to make many more sales.

Suppose a customer has a positive experience with the installation and your follow up. In that case, they are much more likely to become an advocate for your business and tell their family and friends that they are satisfied.

Remember that to provide a favourable experience worth a recommendation from your customer, you need to provide service beyond their expectations.

The sales effort does not stop when the customer has agreed to purchase a Solahart system; in fact, this is your opportunity to make many more sales.

FOLLOW UP

Remember the power of 'Thank You' notes or a personalised call from your specialist team member.

Once the customer has agreed to the installation, send them a note or call them to thank them for their time, and their confidence in your business. Inform them who will be looking after their interests from here, confirm the date and time of installation and assure them that you will be working to ensure the job goes smoothly.

INSTALLATION

Installation is a crucial area where your Dealership has control over the quality delivered.

As you will hear during Solahart's '8 Steps' Sales Training, Installation is what your Dealership brings to the sale and the one thing that you have 100 control over its quality.

All the previous work can come undone at this point resulting in potential customer dissatisfaction if poorly delivered.

The next step involves people entering their home and working on their roof, so is by far the most intrusive part of the sales process. It is vitally important, therefore, that your installation teams are thoroughly and adequately trained to be sensitive to the customer's needs and property.

Installation quality can also add value to the sale of a Solahart system; another technique expanded on during the '8 Steps' Sales Training.

How can installation teams also leave a positive impression? They must be trained to::

- Arrive at the agreed time
- Keep their vehicle clean and identified (branded)
- Be clean and well presented wearing a Solahart uniform
- Explain to the client the installation process and the expected time that it will take
- Be polite and accommodating of requests from the customer
- Check they have all tools and equipment required for the job
- Minimise disruption to the functioning of the household
- Keep all pathways and drives clear
- Tidy up all rubbish as they go along
- Demonstrate the features of the unit and its basic operation to the customer
- Check the full functionality of the unit before they leave
- Finalise your installation checklist and gain your customer's agreement/signature that all work has been completed.

Follow up a few days after the installation. A call to the customer to check that all went well and they are satisfied with the system and the installation allows you to address any concerns they might have as early as possible, so they don't become sources of post-purchase dissatisfaction.

Remember, dissatisfied customers talk to many more people about their experience than satisfied ones. By quickly addressing concerns, you can transform a dissatisfied customer into an advocate.

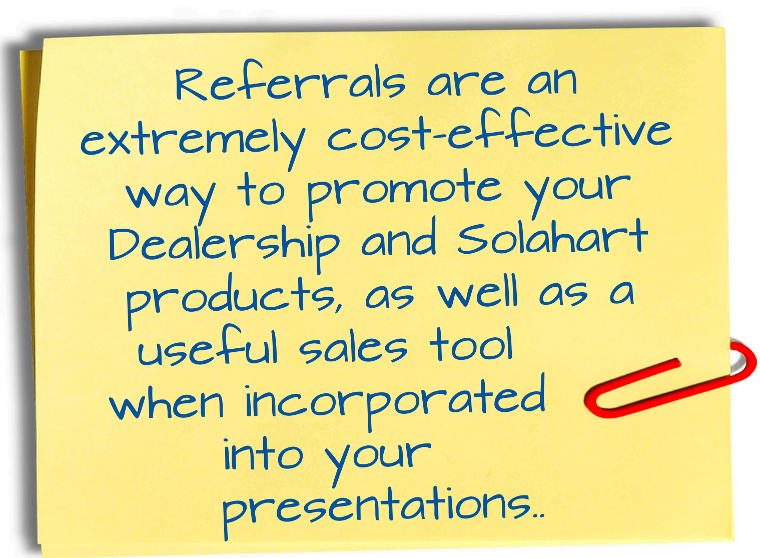
REFERRALS

Referrals from satisfied customers are a very important method of lead generation, and they should be encouraged. They are an extremely cost-effective way to promote your Dealership and Solahart products, as well as a useful sales tool when incorporated into your presentations.

Make a list of those customers who were happy with their purchase at the time you followed them up to participate in a referral program. Customer testimonials are incredibly beneficial, and they can assist to champion your business.

One way to introduce a formal referral program is to provide an incentive for customers who introduce their contacts to you for a free in-home solar assessment. This is known as 'refer a friend' and Solahart provides material to support this scheme. Refer to the Business Development Strategies in the Lead Generation section of The Solahart Way.

If a new prospect tells you an existing customer recommended them, make sure you make a note and send that customer a thank you note as a token of your appreciation.
This recognition will ensure they keep on recommending you.



SERVICE

Like Installation, Service can project a very positive image when undertaken correctly. Your Service team should be viewed as an extension to your sales function.

Solahart recommends that each unit be serviced every 5 years to ensure its efficient operation and to extend its life. While this is not a condition of the warranty, the service can be of great value to your customer and allows you to ensure their continued satisfaction.

Make sure you maintain a CRM database of all the units you install and develop a procedure to send them a reminder of the service just before the 5 years are up. Follow up with a call around the anniversary date to make an appointment.

This is another excellent opportunity to remind your customers of the benefits of Solahart "Energy Free from the Sun". Check with them about their satisfaction with the unit and, if they are willing, you can introduce them to the referral program.

Remember every contact with a customer is an opportunity to understand more about your market, your product and your service and a potential add-on sale. It is also an excellent opportunity to remind them of the benefits that they have become used to and reinvigorate their enthusiasm.

Your Service team should be viewed as an extension to your sales function.
