One Big Media Company

GOHIGHLEVEL SNAPSHOT · SOLAR INSTALLERS

Solar Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to solar

Your buyer: A residential solar installer or dealer with a few energy consultants who run in-home or virtual consultations, build proposals from utility bills, and hand signed deals to a site survey, permitting and install team. Their biggest leaks are slow first contact, no-show consultations and proposals that go quiet for months.

Why they buy:

- Leads cost real money, and the ones that aren't contacted within minutes often book with another installer.
- Consultations no-show, and reps lose hours driving to homes where nobody answers the door.
- Proposals go out and then sit for weeks with no follow-up while the homeowner talks to three other companies.
- Most homeowners aren't ready on day one, and there's no system to stay in touch until they are.
- Signed customers get anxious during permitting and utility approval because nobody updates them.

Suggested resale pricing

Setup fee	Monthly
$750-$2,000	$397-$997

Solar deals are high-value, so price on the value of one extra signed contract a month. Charge more when you also manage lead generation and database campaigns.

Solar clients judge agencies on cost per signed deal, and most of the leads you generate won't sign for weeks or months. This snapshot works that pipeline for them, and the Utility Rate Increase Alert gives you a timely reason to reactivate their whole database, so you can show signed deals coming from leads they had written off.

CLOSE

Pitch script

Here's what I see with most solar companies: you're paying good money for leads, your consultants call the hot ones, and everyone else falls through the cracks. But in solar, a lot of people who say 'not right now' end up signing a few months later, often with whoever stayed in touch. We set up a system that contacts every lead within seconds, books consultations with reminders to have their electric bill ready, follows up on every proposal without being pushy, and keeps long-term nurture running for months. Once someone signs, it keeps them updated through site survey, permits and install so they don't panic and cancel. And when your utility announces a rate increase, we can send your whole database an offer for updated numbers that same week. Would it be worth 15 minutes to see what it could do with the leads you already have?

Cold email

Subject: your old solar leads

Hi {first name},

How many solar leads and unsigned proposals are sitting in your CRM right now that nobody has followed up with in months?

We set up an automated system for solar installers that contacts new leads within seconds, books consultations, follows up on every proposal and runs a long-term nurture for homeowners who aren't ready yet. When your utility announces a rate increase, it can reach your whole database with an updated proposal offer.

Worth a 15-minute look this week?

{your name}

Cold SMS

Hi {first name}, {your name} here. I help solar installers turn old leads and unsigned proposals into signed deals with automated follow-up. Open to a quick 10-min chat this week?

Social DM

Hey {first name}, saw your recent install posts, great work. Quick question: what happens to the leads who say 'not right now'? I set up a system that keeps nurturing them until they're ready. Want to see it?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free custom solar proposal built from 12 months of the homeowner's usage
- Free updated proposal when the utility announces a rate increase
- Battery backup consultation before storm or outage season
- Roof and solar bundle for homes with aging roofs
- Annual system health check for existing customers, including systems from other installers

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: First contact within 5 minutes of every new lead
- **Lead to consultation rate**: Steadily increase the share of leads that book a consultation
- **Consultation show rate**: Aim for 80% or more of booked consultations completed
- **Proposal to signed rate**: Track monthly and improve it with follow-up and nurture
- **Revived deals**: Win deals every quarter from Long-Term Nurture and reactivation
- **Install timeline updates**: Every signed customer hears from you at each Customer Journey stage

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.