



# Plan of Action

Learn more about Green Solar Technologies and build your own business



## Believe in a brighter world

Green Solar Technologies believes in a better way for people to power their homes, while saving money and contributing to a cleaner planet for future generations. As one of the nations top residential solar companies, someone new signs up with Green Solar Technologies every working day Green Solar Technologies is the best choice for clean, more affordable energy.



As a Solar Campaigner, you have  
joined a revolution of like-minded  
people who all believe in a  
brighter future

You are doing something impressive. You are building a business that gives people a better way to power their homes or business.

Here's what you need to know about being a Solar Campaigner. You'll learn how to locate potential customers, what to tell them about Green Solar Technologies and how to guide them on the path to clean, more affordable energy.

Let's get started!



# your Goals

## this is how your business will work

The Solar Campaigner program is designed to make it simple to tell people about Green Solar Technologies and sign them up for a free no obligation Energy Consultation. You will be rewarded if the consultation leads to a new client who installs a solar power system on their home.

Our Energy Consultants are highly trained experts who can help all of your potential clients and go over all of the details. You'll receive \$500 for every customer who signs a Green Solar Technologies contract and has a solar power system installed on their home.

You will also be rewarded for every new client who signs a Green Solar Technologies contract and has a solar power system installed on their home through a Solar Campaigner in your team.

## It's that simple!





## What does Green Solar Technologies do?

We are providing clean, more affordable energy to hundreds of families every year. We're proving people with an alternative to their utility company and creating a cleaner brighter world.

## Is solar power expensive?

Solar power from Green Solar Technologies can cost less than the utility company. Utility costs also tend to rise every year. Our customers can lock in low, predictable rates no matter how much traditional power rates increase. They can save thousands on energy in the years to come.



# What should you tell people about Green Solar Technologies?

The top 3 things to tell potential customers are:

1. You can save thousands with clean, more affordable energy!
2. You have a choice! Stay with your utility company and their high rates or go with Green Solar Technologies.
3. Your free consultation can lead to years of savings. I can set it up for you.

This is what makes Green Solar Technologies different.

## **We are one of America's top solar providers**

We are one of the market leaders with over 10,000 customers in the U.S. And growing. Someone switches to clean, more affordable energy with Green Solar Technologies every day.

## **We take care of everything for your clients.**

Our expert team will take care of each client's entire project from start to finish. Your customers simply enjoy the savings and benefits.



We've come up with a string of simple steps designed to give your business traction. The first is to start thinking about potential people you can help go solar.

It will be easier to start “solar conversations” with people you’re comfortable with. Make a list of family, friends, neighbors and coworkers who might want to lower their energy bills (hint: everyone does!).

## your first leads

These will be the first people you contact. You can expand your list after you get more familiar with Green Solar and talking about energy savings.

Your immediate family \_\_\_\_\_

Grandparents \_\_\_\_\_

Aunts, uncles, nieces and nephews \_\_\_\_\_

Your in-laws \_\_\_\_\_

Friends \_\_\_\_\_

Neighbors \_\_\_\_\_

Coworkers \_\_\_\_\_

Church, Temple or Mosque members \_\_\_\_\_

Once your customers are interested, you'll need to see if they're good candidates for solar power.

### Potential customers must:

- Own their homes
- Have a desire to lower their energy bills
- Live in one of 10 regions where we operate



# Where we Operate

Arizona \_\_\_\_\_

California \_\_\_\_\_

Colorado \_\_\_\_\_

Louisiana \_\_\_\_\_

Delaware \_\_\_\_\_

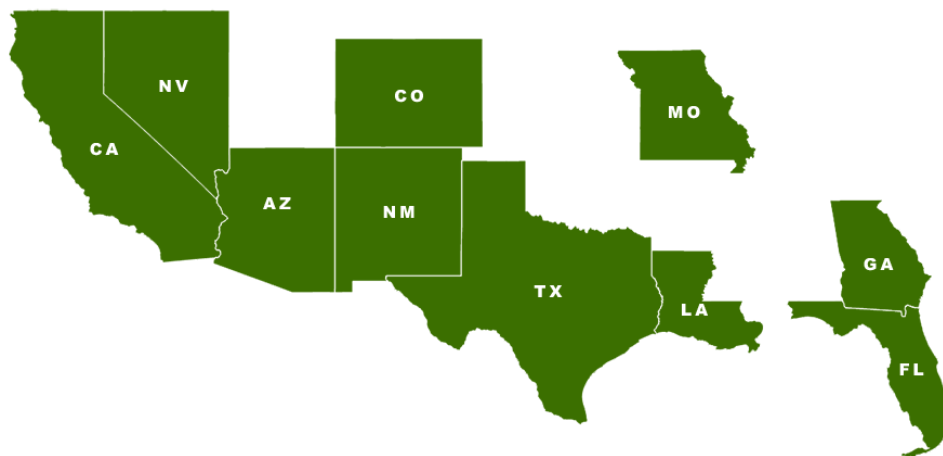
Texas \_\_\_\_\_

Georgia \_\_\_\_\_

New Mexico \_\_\_\_\_

Nevada \_\_\_\_\_

Missouri \_\_\_\_\_





<http://greensolartechnologies.com/campaigner>

This is where you go to check progress on whether or not your leads have signed a contract with Green Solar Technologies.

The site is designed to be easy to use from your smartphone so that you can instantly sign up new customers and Campaigners from anywhere at any time. Just be sure that you have their consent before you enter their information.



## linkedin, facebook and Twitter are great places to spread the word

Start off easy by simply posting a link to the website on social media. Friends and family will see that you can help them with their energy bills and click through to visit the website. They may even share your link.

Everyone who visits and submits their contact information will get a free solar consultation. You will get credit for the referral and receive your payment if they sign a Green Solar Technologies contract and have a solar power system installed on their home.

## Making a List

You probably have lists of people on your computer, on your phone, email address book or in a planner. Every single one of them is a potential customer.

Holiday card list \_\_\_\_\_  
Address book \_\_\_\_\_  
Day timer, planner \_\_\_\_\_  
List of coworkers \_\_\_\_\_  
Church, Temple or Mosque directory \_\_\_\_\_



## Beyond your immediate network

There are many ways other than friends and social media to spread the word, and there are many ways to break the ice. Soon you will develop your own style and what works best for you.

Here are some tips and approach from some of our best Campaigners to help you get started.

### Start your own email campaign



- Take one of our pre-written emails and start sending it to people on your list.
- Don't email everyone at once. Send 5-15 emails per day to make it easier to follow up with each person you contact.
- Follow up each email with a telephone call.
- Tell them about your new business and ask if they or anyone they know is interested in a free consultation.

**You'll have better responses if you follow up your email with a telephone call. Here are a few things you can say:**

### Expert tip

"Hey! Hope you're doing well. Did you get my email? I've started a new business! How much are you paying for electricity? There's a clean, more affordable choice. You can save with Green Solar Technologies. There's little to no upfront cost and the consultation is free."



## Start a conversations



- Start a conversations with the people on your list who you see in person. This can include coworkers, the person who cuts your hair, your dry cleaner and more.
- Use a Green Solar Technologies brochure to facilitate the conversation and help drive home all the benefits of clean, more affordable energy.
- Let them know that they can get a free consultation, then enter their contact information on the website.

### expert tip

One-on-one conversations are one of the most effective ways to communicate the benefits of solar. Give the brochure to anyone who is non-committal. It will remind them of everything you talked about. You can get customizable materials on the website.

## Join a networking group



- Get connected with business networking and social groups to make new contacts.
- Forums like Better Networker and meetup.com host events that make it easy to meet new customers.
- Your new contacts can also refer additional customers.
- If they're interested, enter your customer's contact information.

### expert tip

Networking events are a great opportunity to meet new customers, get referrals from new contacts and enroll additional Ambassadors onto your team.





# networking tip sheet

Need a little help creating your list of leads? If you've been filling in sections as you go along, you have already made great progress on your contact list. Use this tip sheet to expand your list of potential customers.

## People you know, but may not have seen in a while:

- Schoolmates
- Former coworkers
- People in your home town
- Military buddies

## Those you do business with:

- Doctor, dentist, optometrist, pharmacist and other medical specialists
- Barber, beautician and manicurist
- Lawyer, insurance agent and real estate agent
- Accountant, bank tellers and bank manager
- Mechanic and gas station attendant
- Dry cleaner, grocers and other local merchants
- Gardener, housekeeper, contractor and handyman
- Plumber and electrician
- Waiter/waitresses and baristas
- Postal workers and delivery people

## Lists of contacts you already have:

- Christmas card list
- Address book
- Social media friends
- Day timer, planner
- List of fellow employees
- Church, Temple or Mosque directory

## Kid's stuff:

- Teachers
- PTA and other parents at school
- School staff
- Daycare provider

- Play groups
- Swim class, dance class and other activities
- Boy and Girl Scouts

## People you meet in organizations and clubs:

- Rotary, Jaycees, Lions Club, Kiwanis and service groups
- Professional organizations
- Political clubs
- Alumni groups
- Elks, Moose and other Lodge groups

## Teammates and workout buddies:

- Softball team
- Bowling league
- Basketball buddies
- Walking group
- Run club
- Yoga class
- People at the gym
- Golf and fishing buddies

## Activity partners:

- Book club members
- Dance class
- Car and motorcycle clubs
- Camera club

## People you meet through your pets:

- Veterinarian
- Groomers
- Dog park
- Kennel clubs



NAME

**NUMBER****EMAIL**

## How you'll be paid

You'll earn a referral reward every time a homeowner that you referred has a solar power system installed on their home. Payments are based on customers who go solar, not the total number of referrals you generate.

You can boost your earnings by enrolling additional Solar Campaigners. Though you will not be paid for signing on Campaigners, you will get a reward for every one of their referrals who has a system installed on their home.

## Here's how it will work

You receive a reward of \$500 when one of your leads signs a contract and has a solar power system installed on their home.

If you enroll additional Campaigners onto your team, you'll receive a reward for each of their customers who signs a contract and has a solar power system installed on their home.

Payments will be sent after the referred customer has a solar power system installed on their home and interconnected with the utility grid. No payment will be issued if a solar power system is not installed.



## How are payments sent?

We will send your reward checks to the address you gave us.

## What about taxes?

As a Solar Campaigner, you're a self-employed independent business owner. You will need to submit a W9 tax form. This can be done thru the mail. You are also responsible for reporting your Solar Campaigner income to the IRS and paying the applicable income taxes on it.

## When do you get paid?

Payments will be sent after the referred customer has a solar power system installed on their home and interconnected with the utility grid. No payment will be issued if a solar power system is not installed. Only home solar power system referrals are reflected in referral tracking and are eligible for referral payments.





## What to expect

You can increase the chances that your referrals will sign by making sure they meet the minimum qualifications for solar power.

### **Potential customers must:**

- Own their homes
- Have a desire to lower their energy bills
- Live in one of 10 regions where we operate

You can also take a tip from our most successful Campaigners. They reach out to customers in at least two ways including one person-to-person conversation to ensure that they are indeed interested in solar power.

Factors that can disqualify potential customers are roofs that are not structurally sound and roofs that do not get enough sunlight. Most customers must also pass a credit check. These are not things you should worry about as they're beyond your control. Your goal is to generate interest and sign them up for the free consultation. Our Energy Consultants will see if they qualify.

## How am I doing?

You can check on the status of your referrals at any time on <http://greensolartechnologies.com/green-solar/signup.phphttp> and how many Campaigners have joined your network.



# Best practices

We've given you a lot of tips on how to find great solar candidates. Here are a few best practices on how to run your business.

## **How to represent yourself.**

Implying you are a Green Solar Technologies employee can confuse and possibly mislead people. Let everyone know that you're running your own business. It's something to be proud of.

## **How to tell people about Green Solar Technologies services.**

Be careful. Use the talking points and scripts that we've prepared for you. We know that you wouldn't intentionally misrepresent Green Solar Technologies services, but it's easy to get carried away when you'll telling people about all the great benefits of clean, more affordable energy.

## **Advertising your business.**

Use the pre-written emails, flyers, scripts and other marketing materials we've created for you. They've all been reviewed by our legal team and are ready for you to use. Please do not write your own marketing messages or create your own designs using the Green Solar Technologies logo, name and trademarks.

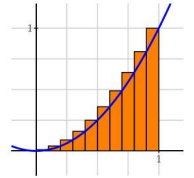
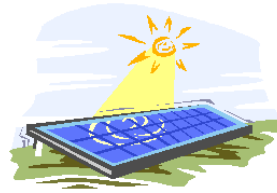
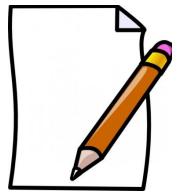
Starting your own mass marketing programs, including email and direct mail campaigns, telemarketing or going door to door, may subject you to state and federal laws. It's better to avoid any potential complications and focus on building your business through personal connections. It's how you'll find your best customers.

Finally, don't promote Green Solar Technologies through any inappropriate websites.



# Steps to solar

Green Solar Technologies makes the switch to solar as simple as possible. Here's what your customers can expect after you've signed them up for their free consultation:



## Step 1

Free Consultation. One of our Energy Consultants will contact your customers to see if they're good candidates for solar. They will then schedule a site survey where someone from our team visits the customer's home to take measurements.

## Step 2

System Desing. Our expert engineers design a solar power system based on your customer's unique needs.

## Step 3

Sign the agreement. The personalized agreement locks in your customer's solar energy cost for the next 20 years.

## Step 4

Quick installation. Most installation take only a few days.

## Step 5

Turn on the power! Once the utility company gives approval your customers can flip the switch to start generating their own power.

# How solar works

Though our most successful Campaigners focus on selling the energy rather than the system, some potential customers may still want to know how the system works. Here are the basics:

