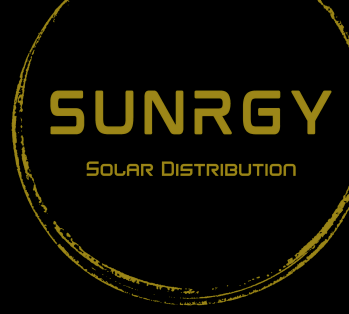




Lower Your Customer Acquisition Costs

4 Strategies to Generate Quality Referrals For
Your Solar Business

Referrals are the lifeblood of any solar installation business



Highest Conversion Rates

Referrals convert at a much higher rate than other lead sources because they come from a trusted source.

Lowest Acquisition Cost

The cost of acquiring a referral is often little to none compared to other lead sources like lead vendors, door knocking, or paid ads.

Higher Lifetime Value

Referred customers tend to be more loyal and are more likely to help you spread the word in their communities.

Better Fit

Referred customers are more likely to be a good fit since they learned about you from someone familiar with your business.

Higher Retention

Referred customers are less likely to cancel after contract signing because of shared values with existing customers.

Valuable Insights

Referrals provide valuable insights into what motivates customers to recommend you.

Use these 4 strategies

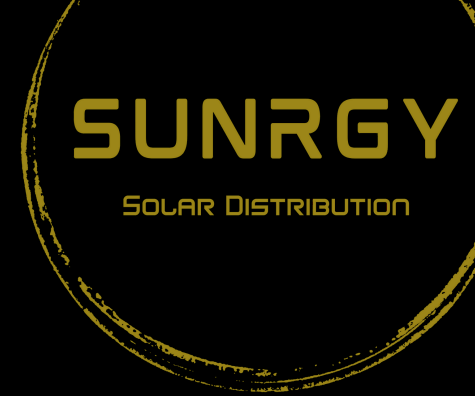
To help you cultivate a reliable stream of referrals that your sales team can instantly turn into customers.



It takes a bit of time and effort, but the rewards are substantial.

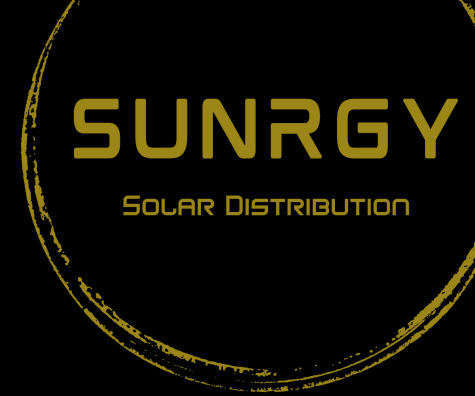
1. Implement a paid referral program

Use apps like [GetAmbassador](#), [GetTheReferral](#), or others



- ✓ To generate referrals, people need to be confident that they will get paid. These apps help you to administer the program by providing the ability to track the success of referral programs and communicate with customers.
- ✓ Both are geared towards helping you turn satisfied customers into trusted referrals for your business.
- ✓ Trying to scale a referral initiative without software like this in place will be challenging and take time away from your team; time that could be used for sales.

2. Post referral signage



Post a sign

With the homeowners permission, post a sign on the front of the property while you are installing.

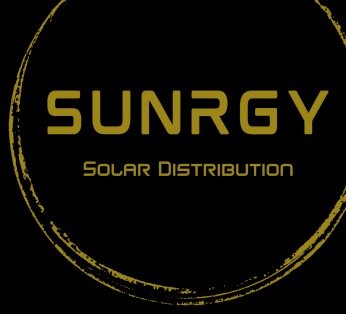


Get people talking

Neighbors love to ask neighbors about their experience, so this can help seed those conversations and you might even get some calls off the sign alone.

Make sure your phone number and website are large enough and clearly visible on the sign for people driving by the house!

3. On the day of interconnection ask them to join the referral program



Capitalize on excitement

Nobody is more excited about their new solar system than on the day it's first turned on! Ask while you are still at the house and help them to do the sign up.



Get your crew in on it

Incentivize your installers to help the homeowner complete the sign up so they feel bought into the process.



Swag time

This is a great time to give the homeowner some swag from your company as well – what about a branded t-shirt or so they can advertise you in their community?

4. Bring flyers with you to every job

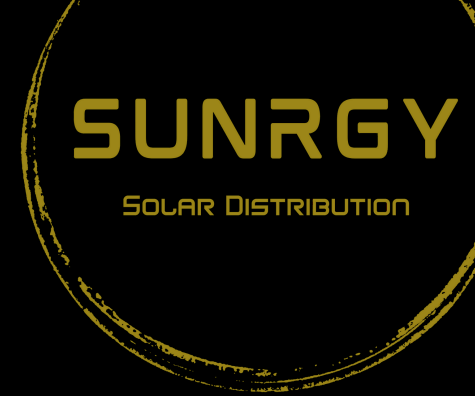
If you are installing in a dense neighborhood, have your install crews drop some postcards at the neighbors surrounding the property.

Use the power of your local connection with text like, “We just installed solar on your neighbors house and thought you might be interested in a quote!”

You could setup an employee incentive program for your reps as well – place a sticker with the team members name on it so the homeowner mentions it when they call and the rep gets compensated.

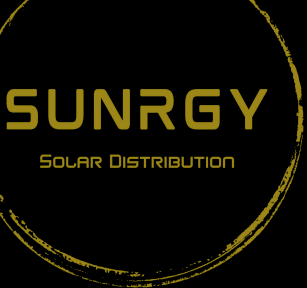
With the right incentives, your reps will be sure to do this on each and every install.

Remember



- ✓ By turning your satisfied customers into vocal advocates and making the most of every installation opportunity, you're not just building a business; you're creating a community of supporters, ready to spread the word.
- ✓ This grassroots approach also ensures a sustainable expansion with a robust foundation of trust and endorsement.
- ✓ What's better than someone calling you up, ready to go, already excited about your company?

Get more referrals – your sales people and your bottom line will thank you.



Curious how SUNRGY can help?



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- ✓ Direct homeowner delivery w/ comprehensive bill of materials
- ✓ Delivery in 24 hours or less to keep your projects on schedule
- ✓ 7AM to 7PM dedicated account manager w/ Saturday availability
- ✓ Triple check process w/ electronic scanning for precise order fulfillment

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