



THRYVE

Sales Truths You Can't Ignore

(Unless you enjoy missing out on deals... but we know you don't.)

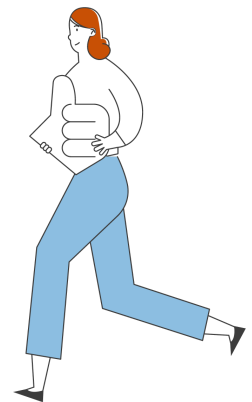
This guide is for solar sales pros who want to close more deals, boost referrals, and outshine the competition using proven sales strategies, follow-ups, and social selling—because in solar, the brightest sellers win!

Follow-Ups: Because “No” Really Means “Not yet”

- 80% of sales take at least 5 follow-ups—but 44% of reps quit after just one. (Don't be that rep.) (*Invesp*)
- Only 2% of deals close on the first contact, so, if you're expecting love at first pitch, think again. (*Marketing Donut*)
- 95% of buyers pick the company that educates them best. Be the teacher, not just the seller. (*Demand Gen Report*)

Solar-Specific Stats: Shine Brighter Than Your Competition

- Homeowners save an average of \$1,500 per year on energy bills with solar—aka, their system practically pays for itself. (*EnergySage*)
- Solar prices have dropped nearly 70% in the last decade, so no, it's not "too expensive" anymore. (*SEIA*)
- 76% of homeowners say they'd go solar if cost weren't a factor—so hello, financing options! (*Pew Research Center*)
- Homes with solar sell 4.1% faster and for an average of \$9,274 more—making solar a *flex* at resale. (*Zillow*)
- 95% of homeowners who install solar say they'd recommend it to friends & family—so if you're not getting referrals, that's on you. (*SEIA*)
- A financed solar system can cost less per month than a utility bill—so let's turn "I can't afford it" into "Wait, this saves me money?" (*EnergySage*)





Referrals + Social Media: Your Secret Weapon for Easy Wins

- Referrals are more likely to close and close more quickly. There is higher trust and credibility with referrals. (So, it's also important to create a strong brand and loyalty.)
- Recent studies indicate that 78% of businesses leveraging social selling outperform those that don't. Additionally, companies prioritizing social selling are 51% more likely to achieve their sales quotas. (blog.hubspot.com)
- 78% of social sellers outsell those who still think LinkedIn is just for job hunting. (*LinkedIn*)
- 80% of buyers follow brands on social media before making a purchase. Be where they're looking. (*Forbes*)

Speed Matters: Stop Ghosting Your Leads

- 5-minute response time = nine times more likely to close a deal. Wait an hour? You might as well send them to your competitor. (*InsideSales*)
- The average lead response time is 42 hours (ouch). But 78% of buyers go with the first person who calls them back. (*Lead Connect*)

How to Use These Stats in Your Solar Pitch:

1. Turn hesitation into action—remind homeowners that they're losing money every month they don't go solar.
2. Show them the value—solar boosts home value and sells homes faster. It's an investment, not an expense.
3. Use financing to your advantage—explain how their monthly solar payment could be cheaper than their utility bill.

Takeaway

- Follow up, follow up, **FOLLOW UP**.
- Get referrals, because they're basically free money.
- Post on social media—your competitors are, and they're eating your lunch.
- Speed wins. Call your leads **now, not next week**.
- Educate, don't just sell. Smart customers buy from **smart sellers**.
- Solar isn't just a **good idea**—it's a **financial no-brainer**. Use that to close deals.

