TopReach

Call scripts for solar sales reps

A good solar call script confirms the homeowner asked to hear from you, asks about their bill and roof before making any promise, and books an appointment with every decision-maker present. Below are scripts for inbound leads, door-knock follow-up, no-shows and customer referrals, with the reason for each line, plus objections, voicemails, texts and the rules. Note for 2026: the federal residential solar tax credit ended for systems installed after December 31, 2025, so don't promise one.

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How to read these scripts

Words in a box, like `First name`, are fields TopReach fills in on the call. Words in brackets, like *[street]*, are yours to fill in. Each line comes with the reason it's there, so you can change the words and keep what works.

Learn the opener and the ask close to word for word, and let the middle be a conversation.

How do good solar setters and closers use a script?

- Ask for the electric bill early. Every honest estimate starts there.
- Book both decision-makers. A presentation to one owner usually ends with “I need to talk to my spouse.”
- Say “estimate” and “depends on your roof, usage and utility,” every time.
- Confirm the appointment by text the day before, and call to reschedule within a day of a no-show.
- Log the outcome, the bill amount and the decision-makers before the next call, so the closer walks in prepared.

Inbound solar leads

Homeowners who asked about solar through an ad, a form or a referral page, called back as soon as possible.

Aim for: An appointment, in person or virtual, with every decision-maker.

OPENER 1 · FRIENDLY

The expected callback

> “Hi `First name`, it's `My first name` with *[your company]*. You asked about solar for your home on *[street]*, and I'm calling to help. Is now a good time for a few quick questions?”
>
> **Why:** Their request and their address show this is the call they asked for.

> “I'll ask about your roof and your electric bill, so we only show you something that makes sense for your home.”
>
> **Why:** Explains the questions before you ask them, and promises relevance, not savings.

OPENER 2 · DIRECT

The qualifying opener

> “Hi `First name`, `My first name` with *[your company]*, following up on your solar request. First question: do you own the home?”
>
> **Why:** Ownership decides whether there's anything to talk about. Ask it first and save everyone time.

> “Great. Roughly what's your electric bill in summer and in winter?”
>
> **Why:** Usage is the basis of any honest estimate, and the swing between seasons matters.

Questions to ask

> “What got you interested in solar now?”
>
> **Why:** Rising bills, an electric vehicle, backup power or the environment: each changes the system and the pitch.

> “How old is your roof, and is it shaded much?”
>
> **Why:** An old or shaded roof can change the design, the cost or whether solar fits at all.

> “Who else lives in the home and would be part of the decision?”
>
> **Why:** Every owner on the title should be at the appointment.

> “Would you be paying cash, financing, or are you open to a lease or power agreement?”
>
> **Why:** Each option has different costs and incentives. Ask, then explain plainly at the appointment.

The ask

> “The next step is a *[45-minute]* appointment where we design a system from your actual bills and roof, and you see the real numbers. Can you and *[co-owner]* both do *[day]* at *[time]*, or is *[day]* better?”
>
> **Why:** Explains what they'll get, includes both owners, and gives two times.

Door-knock follow-up

Homeowners who gave you their number at the door and agreed to a call.

Aim for: Turn a doorstep conversation into a booked appointment.

OPENER 1 · FRIENDLY

The doorstep callback

> "Hi First name, it's My first name from *[your company]*. We spoke at your door on *[day]* about solar, and you said a call this week was OK. Did I catch you at a good time?"
>
> **Why:** Reminds them they agreed to the call, which separates you from a cold call.

> "You mentioned *[what they said: high bills / a new EV / a neighbor's panels]*. Is that still on your mind?"
>
> **Why:** Using their words shows you listened, and restarts the conversation where it left off.

OPENER 2 · DIRECT

The neighborhood follow-up

> "Hi First name, My first name with *[your company]*, from the other day on *[street]*. I said I'd follow up with times for a design appointment. Do weekday evenings or weekends work better for you and *[co-owner]*?"
>
> **Why:** Delivers what you promised at the door and moves straight to scheduling.

Questions to ask

> "Did you have a chance to find a recent electric bill?"
>
> **Why:** The bill is the most useful thing for the appointment.

> "Any questions come up since we talked?"
>
> **Why:** Questions left unanswered become no-shows.

> "Is there anything that would stop you from going solar even if the numbers worked?"
>
> **Why:** Surfaces HOA rules, a planned move or a roof replacement before the appointment.

The ask

> "Let's book it: *[day]* at *[time]* with you and *[co-owner]*. I'll text you a confirmation with my name and the company, so you know who's coming."
>
> **Why:** A confirmed time and a written confirmation build trust and cut no-shows.

No-shows and reschedules

Homeowners who missed a scheduled appointment, called within a day.

Aim for: A new time, or an honest reason they're no longer interested.

OPENER 1 · FRIENDLY

The no-guilt reschedule

> "Hi **First name**, it's **My first name** with *[your company]*. We had you down for *[day]* at *[time]* and missed you. No problem at all, things come up. Would you still like to see the design for your home?"
>
> **Why:** No guilt, and a yes-or-no question that finds out where they stand.

OPENER 2 · DIRECT

The direct check

> "Hi **First name**, **My first name** from *[your company]*. We missed each other on *[day]*. Do you want to reschedule, or has something changed?"
>
> **Why:** Gives them an easy way to say no, which saves you a wasted appointment.

Questions to ask

> "Is the timing the issue, or did something come up about solar itself?"
>
> **Why:** A scheduling problem and a cold-feet problem need different answers.

> "Is *[co-owner]* still on board?"
>
> **Why:** Missed appointments often mean one owner isn't convinced yet.

> "Would a shorter video call work better than a visit?"
>
> **Why:** Lowering the commitment can rescue the appointment.

The ask

> "Let's try *[day]* at *[time]*. I'll text a reminder the day before. Does that work for both of you?"
>
> **Why:** A new time, a reminder, and both owners.

Customer referrals

Homeowners whose system you installed, called after it has been running for a while.

Aim for: Check they're happy, fix anything that isn't right, and ask for an introduction.

OPENER 1 · FRIENDLY

The check-in

> "Hi First name, it's My first name from *[your company]*. Your system's been running since *[month]*, and I'm calling to make sure everything's working the way you expected. How's it been?"
> **Why:** Service first. If something's wrong, fix it before asking for anything.

> "Have you had a chance to compare your bills to before?"
> **Why:** Lets them tell you their own result, in their words.

OPENER 2 · DIRECT

The direct ask

> "Hi First name, My first name from *[your company]*. Glad to hear the system's working well. Quick question: do you know anyone who's been asking you about your panels?"
> **Why:** Neighbors and friends ask owners about panels. Asking for one name is easy to answer.

Questions to ask

> "Is there anything about the install or the system you'd change?"
> **Why:** Honest feedback improves the next job and protects the relationship.

> "Has anyone on your street asked you about it?"
> **Why:** A specific prompt gets a specific name.

> "Would you be comfortable if I mentioned your name when I reach out?"
> **Why:** Ask permission before using their name, every time.

The ask

> "Thank you. Could you text me their name and number, or ask them to call me? I'll take good care of them."
> **Why:** Let the customer make the introduction, so the referral expects your call.

Objections and honest answers

Agree with what's true, ask one question, and offer a small next step. Never argue, and stop when someone asks you to.

“Solar is too expensive.”

It's a big decision. Before we talk cost, let's see if it even makes sense for your home: your bill, your roof and your utility's rates decide that. If the numbers don't work, I'll tell you.

Why: Don't argue price on a setter call. Offer an honest look at their own numbers.

“I heard the tax credit ended.”

You're right that the federal credit for homeowners who buy a system ended for installations after 2025. Leases and power purchase agreements work differently, and some states and utilities have their own programs. We'll show you the numbers with and without any incentive you might qualify for, and you should check with a tax professional.

Why: Agree with the true part. Promising a credit that no longer exists is a deceptive claim.

“Is this free solar?”

No, and be wary of anyone who says it is. With a lease or power agreement you may pay nothing upfront, but you pay for the power or the equipment over time. I'll show you exactly what you'd pay.

Why: The FTC warns consumers about “free solar” pitches. Honesty here sets you apart.

“I need to talk to my spouse.”

Absolutely, it's a decision for both of you. That's why I'd like to book a time when you can both see the design. What works for the two of you?

Why: Agree, then use it to book both decision-makers.

“I'm going to move in a few years.”

That matters, and it's good you said so. Panels can add to a home's appeal, but how that works depends on whether you own or lease them. If you're moving soon, solar may not be right for you, and that's OK.

Why: Don't push a long-term product on someone leaving. Honesty earns referrals.

“My roof needs replacing.”

Good to know before we design anything. It's usually best to replace the roof before installing panels. Would you like to look at both together, or come back to solar after the roof is done?

Why: Telling the truth about the roof prevents a costly problem later.

“Are you with the utility?”

No. I'm with *[your company]*, a solar company. We're not your utility or the government.

Why: Never let a homeowner believe you're with their utility. Say it plainly.

“Stop calling me.”

Of course. I'll take you off our list right now, and you won't hear from us again.

Why: Honor it immediately and across the whole team. It's the law, and repeat calls after a request are how complaints and lawsuits start.

Voicemail scripts

About 20 to 30 seconds: your name and number first, one reason tied to them, then the number again, slowly.

Inbound lead

> “Hi **First name**, it's **My first name** with *[your company]*, **My number**. I'm calling about the solar information you asked for. I'd like to ask a couple of questions about your home and bill, so we only show you something that makes sense. Call or text me at **My number**.”
>
> **Why:** Refers to their request, promises relevance, not savings.

Door-knock follow-up

> “Hi **First name**, **My first name** from *[your company]*. We met at your door on *[day]*. As promised, I'm following up with times for a design appointment. Call or text me at **My number**. That's **My number**.”
>
> **Why:** Reminds them of the conversation and delivers what you said you'd do.

No-show

> “Hi **First name**, it's **My first name** with *[your company]*. We missed each other on *[day]*, no problem at all. If you'd still like to see your design, call or text me at **My number** and we'll find a better time.”
>
> **Why:** No guilt, easy to reply to.

Installed customer check-in

> “Hi **First name**, it's **My first name** from *[your company]*. I'm calling to make sure your system is working the way you expected. If anything needs attention, call or text me at **My number**.”
>
> **Why:** Service first. The referral conversation can wait until you've talked.

Follow-up texts

Text only people who agreed to texts, and keep an opt-out line in a first message.

Appointment confirmation

Hi *[first name]*, it's *[your name]* with *[your company]*. Confirming your solar design appointment on *[day]* at *[time]*. Reply C to confirm or R to reschedule. Reply STOP to opt out.

Why: A clear confirmation with simple reply options cuts no-shows.

Door-knock follow-up

Hi *[first name]*, *[your name]* from *[your company]*. Great talking at your door! When's a good time for a quick call about your design? Reply STOP to opt out.

Why: Short and personal, if they agreed to texts at the door.

No-show reschedule

Hi *[first name]*, *[your name]* with *[your company]*. Sorry we missed you on *[day]*! Want to pick a new time? Reply STOP to opt out.

Why: Low pressure, easy to answer.

Referral thank-you

Hi *[first name]*, thanks for the intro to *[name]*! I'll take good care of them. *[your name]*, *[your company]*

Why: Thank the customer the same day.

The rules for solar calls

Solar calls to homeowners are telemarketing, so the Do Not Call rules, calling hours and consent rules apply, and several states add their own limits. Don't promise a tax credit, savings or “free” solar, and follow the cancellation and disclosure rules for in-home sales.

- Don't promise a federal tax credit to a homeowner buying a system in 2026. The IRS says the residential clean energy credit (Section 25D) doesn't apply to spending after December 31, 2025, and spending counts when installation is complete. Leases and power agreements have different rules.
- Don't promise savings or “free” solar. Give estimates based on the homeowner's own bills and say what they assume. The FTC warns consumers about both kinds of claims.
- Never say or imply you're with the utility or the government.
- In-home sales of $25 or more fall under the FTC's Cooling-Off Rule: the buyer gets three business days to cancel and must be told so.
- California requires the CSLB's solar disclosure document on the front of every residential solar contract, and buyers 65 and older get five business days to cancel a home solicitation contract. The CPUC's Solar Consumer Protection Guide explains what homeowners should receive.
- Texas: since September 1, 2025, residential solar contracts must name the licensed electrician and allow five business days to cancel, and since September 1, 2026, retailers and salespeople must register with the TDLR.
- Check the National Do Not Call Registry and your company's list before calling. Autodialed or prerecorded calls and marketing texts to cell phones need prior express written consent, and Florida requires it for automated sales calls too.
- Call between 8 a.m. and 9 p.m. in the homeowner's local time. Florida, Oklahoma and Maryland allow 8 a.m. to 8 p.m. and no more than three calls in 24 hours on the same subject.
- Parallel dialing can drop a person who answers. Under the FTC's rule, keep abandoned calls under 3% of answered calls per campaign over 30 days.

If you record calls: the consent line

“Before we go on, I record my calls so the design team gets your details exactly right. Is that OK with you?”

If they say no: Say “No problem, I won't record this,” and only carry on if you can turn recording off for the call. If you can't, offer to call back or take the details by text or email.

When it's required: Required before you record in states that need everyone's consent: California, Florida, Illinois, Maryland, Massachusetts, Montana, New Hampshire, Pennsylvania and Washington, plus Connecticut and Nevada for phone calls. Courts disagree about Delaware and Michigan. Federal law and most other states need only one party's consent, but California applies its own law to calls into the state, so asking every time is the simple rule. In Canada, tell the person the call is recorded and why.

Statutes, regulators and sources

1. IRS: FAQs on the end of the Section 25D credit under the 2025 law
   https://www.irs.gov/newsroom/faqs-for-modification-of-sections-25c-25d-25e-30c-30d-45l-45w-and-179d-under-public-law-119-21-139-stat-72-july-4-2025-commonly-known-as-the-one-big-beautiful-bill-obbb
2. FTC consumer advice: Solar power for your home
   https://consumer.ftc.gov/articles/solar-power-your-home
3. FTC Cooling-Off Rule, 16 CFR 429
   https://www.law.cornell.edu/cfr/text/16/429.0
4. California CSLB: solar requirements and disclosure document
   https://www.cslb.ca.gov/Consumers/Solar_Requirements.aspx
5. CPUC Solar Consumer Protection Guide
   https://www.cpuc.ca.gov/solarguide/
6. California Civil Code 1689.6: cancellation of home solicitation contracts
   https://california.public.law/codes/civil_code_section_1689.6
7. Texas TDLR: residential solar retailers
   https://www.tdlr.texas.gov/residential-solar-retailers/effect.htm
8. FTC Telemarketing Sales Rule, 16 CFR 310.4
   https://www.law.cornell.edu/cfr/text/16/310.4
9. FCC TCPA rules, 47 CFR 64.1200
   https://www.law.cornell.edu/cfr/text/47/64.1200
10. Florida Statutes 501.616: calling hours and three calls in 24 hours
    https://www.flsenate.gov/Laws/Statutes/2025/501.616
11. Florida Telephone Solicitation Act, Fla. Stat. 501.059
    https://www.flsenate.gov/Laws/Statutes/2025/501.059
12. Reporters Committee: state-by-state recording consent guide
    https://www.rcfp.org/introduction-to-reporters-recording-guide/

Last reviewed November 7, 2026 by the TopReach Compliance Desk. General information about the rules, not legal advice for your situation. Laws change and depend on the facts; talk to a lawyer before you rely on it.

Use these scripts in TopReach

Paste a script into a call list's Script tab and it shows on the call screen next to the outcome form. Fields fill in on each call: `First name` `Last name` `Full name` `Company` `My first name` `My name` `My number`. Every change is kept as a version you can restore.

The latest version of these scripts, and a free script generator: gettopreach.com/scripts/solar