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Speed-to-Lead: The Solar Playbook

A strategy guide to connecting with more leads, setting more appointments,
and growing your solar business +





What You'll Learn in this eBook

The big takeaway 🖱️ How to build a follow-up team and implement a strategy in your solar business that helps you connect with more leads faster than the competition.

1

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How to build a speed-to-lead team that gets killer results

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The speed-to-lead campaign you can (and should!) start using today

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What is Speed-to-Lead?

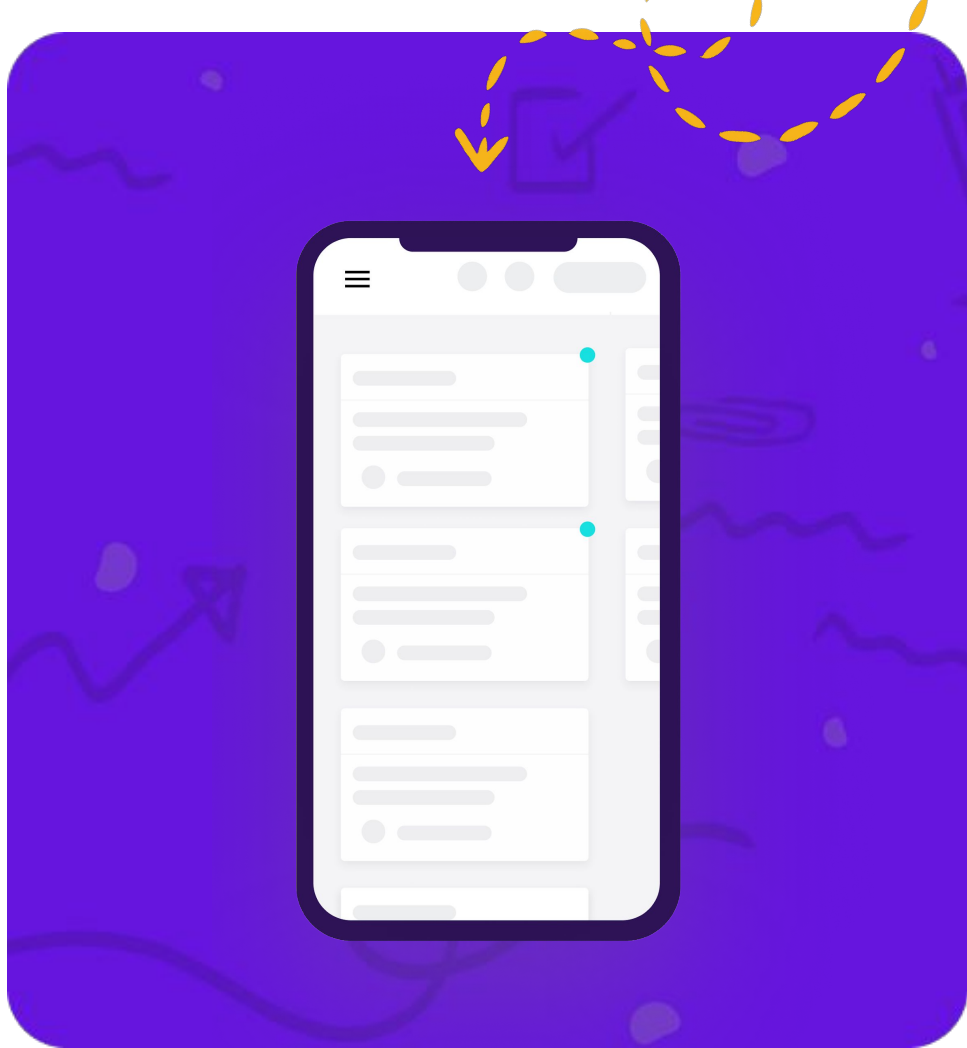
What is Speed-to-Lead?


Speed-to-Lead is the strategy of quickly communicating with a lead once they fill out a form, from your website or any lead source like HomeAdvisor or Modernize.

This strategy involves:

- Setting up your website with messaging.
- Positioning your team.
- Getting to every lead within five minutes.
- Having a rinse-and-repeat messaging template that your team can use.

You don't need a call center to handle speed-to-lead. You just need a process.





An effective **speed-to-lead** strategy will increase your chances of closing a new lead by 21x.

Data collected from Hatch lead aggregator partner Modernize.

 [See what solar speed-to-lead looks like](#)



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1

The Solar Speed-to-Lead Toolbox

The Speed-to-Lead Toolbox

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graph LR; A[CRM or customer database] -.- B[Website optimized for business messaging]; B -.- C[Email and text tools];
```

CRM or
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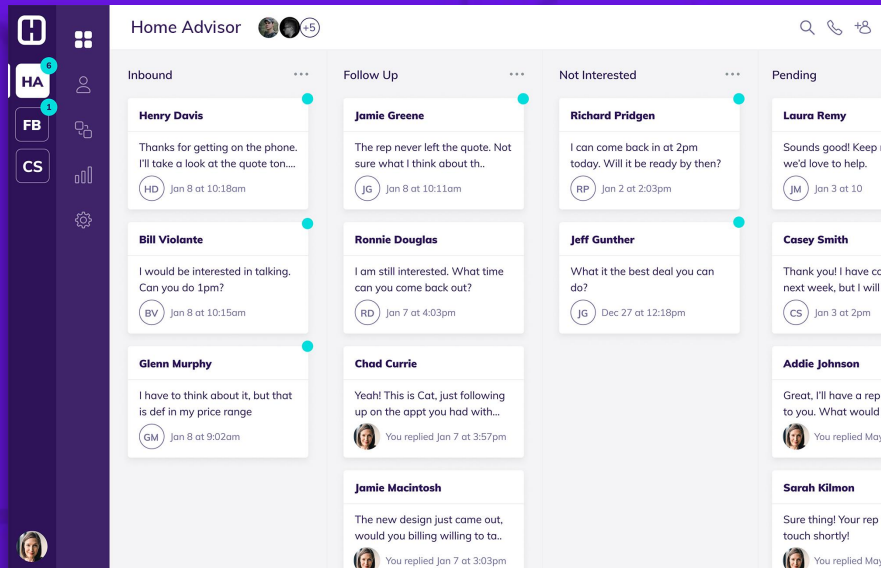
Tool #1

CRM or Customer Database

The foundation of any good speed-to-lead strategy (or business that wants to grow) is a single source of truth - a CRM.

The information of every lead, customer, and prospect you engage with should live in a single place.

Why is this important? You need a single place where your team can collaborate and have visibility on every new lead.



For a deep dive into the best home improvement/solar CRMs, [check out this list](#) we compiled of our favorites.

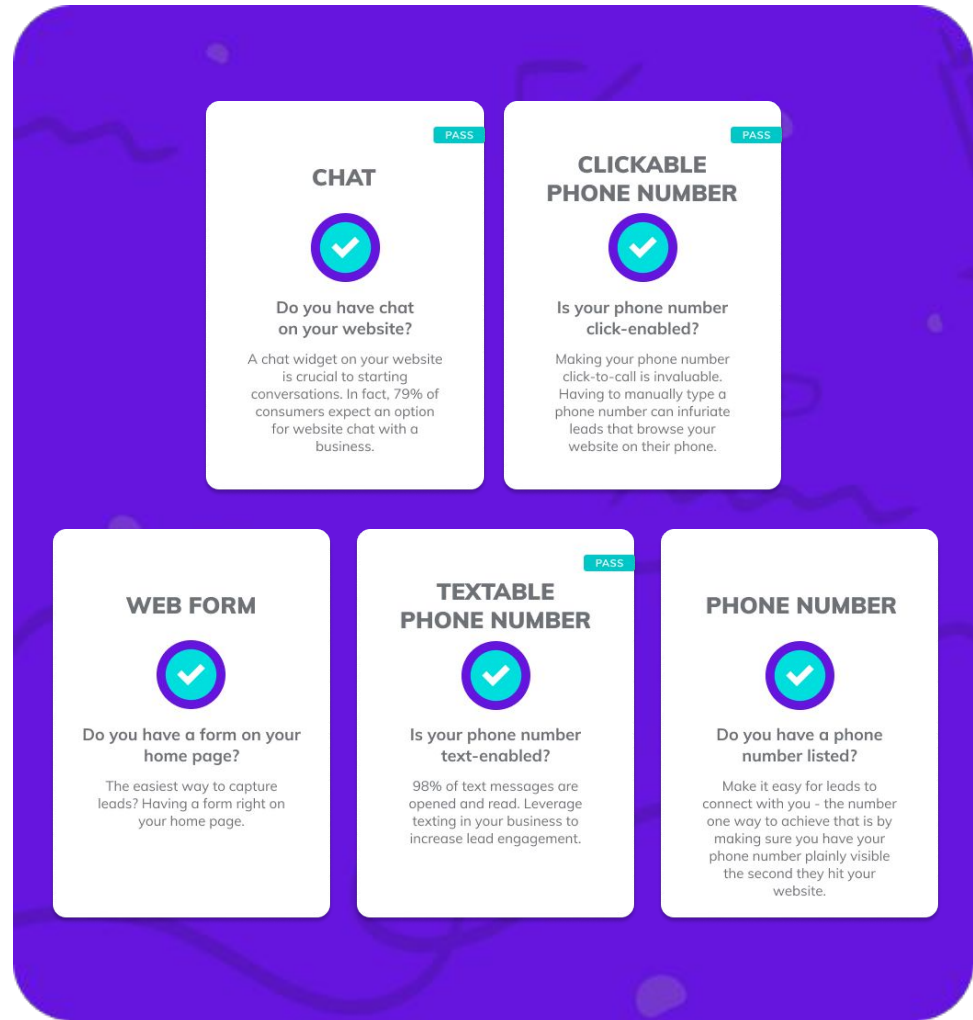
Tool #2

Website optimized for messaging

The key to getting to leads faster is by...well...getting the lead...but also responding to them in the channel they prefer.

We analyzed hundreds of top-performing solar businesses and found that the best of the best have five things in common.

How well does your site stack up? We built a free site analysis tool that checks to see if your site has all 5 of these things - grade your site now at messaginggrader.com.



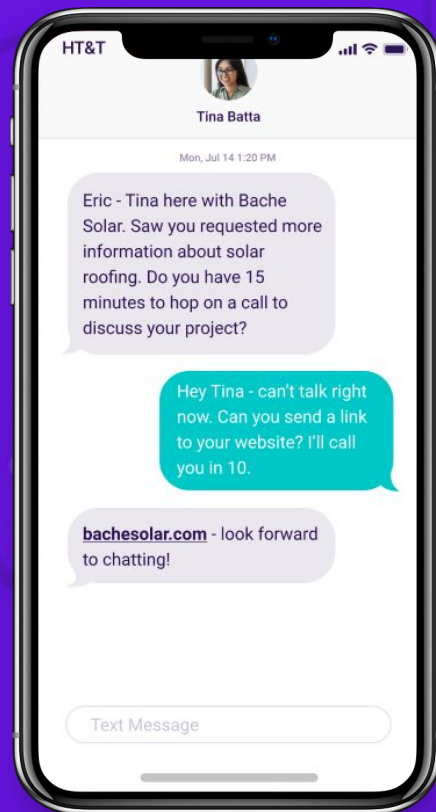
Tool #3

Texting platform or tool

Studies from Salesforce show that **98% of texts are opened and read AND it's faster than calling.**

It's a mindset shift to start leading with text instead of a phone call, but texting has proven to increase set rates by **+20%**.

We see plenty of businesses using WhatsApp and iMessage to text leads. Without a central place like a CRM to view communications, it can get tricky to manage (that's why we recommend [Hatch](#)).



95%

of texts are opened and read.

99%

Of those texts are replied to.

98%

of consumers ignore phone calls from businesses or unknown numbers.

90%

of consumers want to have text conversations with businesses.

2

Setting Up Your Speed-to-Lead Team

Building your S2L team for better follow-up

You already have the puzzle pieces to unlock an awesome speed-to-lead team. You just need a blueprint to put them together.

Regardless of your team size, it all starts with clearly defining roles and responsibilities within your team.

It can be a heavy lift, but this is an **important** mindset shift that the best solar companies make to increase their engagement rates and sales.

Who should be actively involved?

1

Designated lead handler
(think call center reps)

2

Marketing/sales managers

3

Field/sales reps



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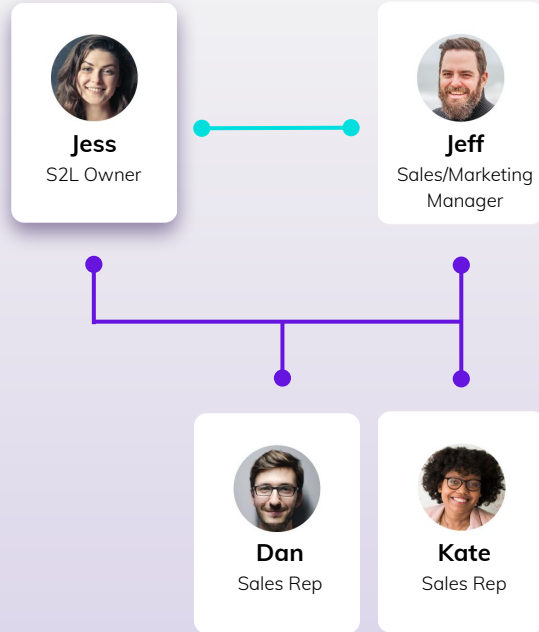
What the Best S2L Teams Look Like

Major Players (Depending on organizational structure)

- **S2L owner** - whoever handles inbound customer communication now. Typically, administrative assistant, inside rep, call center rep, or marketing associate.
- **Marketing Manager**
- **Sales Manager**
- **Field Reps**

We recommend assigning speed-to-lead ownership to whoever is handling inbounds currently.

Speed-to-lead owner will work with marketing manager on campaign strategies and work to set appointments for field/sales reps. Sales manager will have visibility for coaching and ensuring that engagement rates and leads are properly converting.



Speed-to-Lead Team Goals

S2L owner engages leads and works to qualify each lead and set appointment

Marketing Managers own campaign strategy around each lead source

Sales Managers will keep reps accountable and ensure benchmarks are met



3

Call Center Messaging Strategies That Work



What are Campaigns?

Multi-touch messages (text, email, and calls/voicemails) that get scheduled and sent in a specific order to leads or customers.



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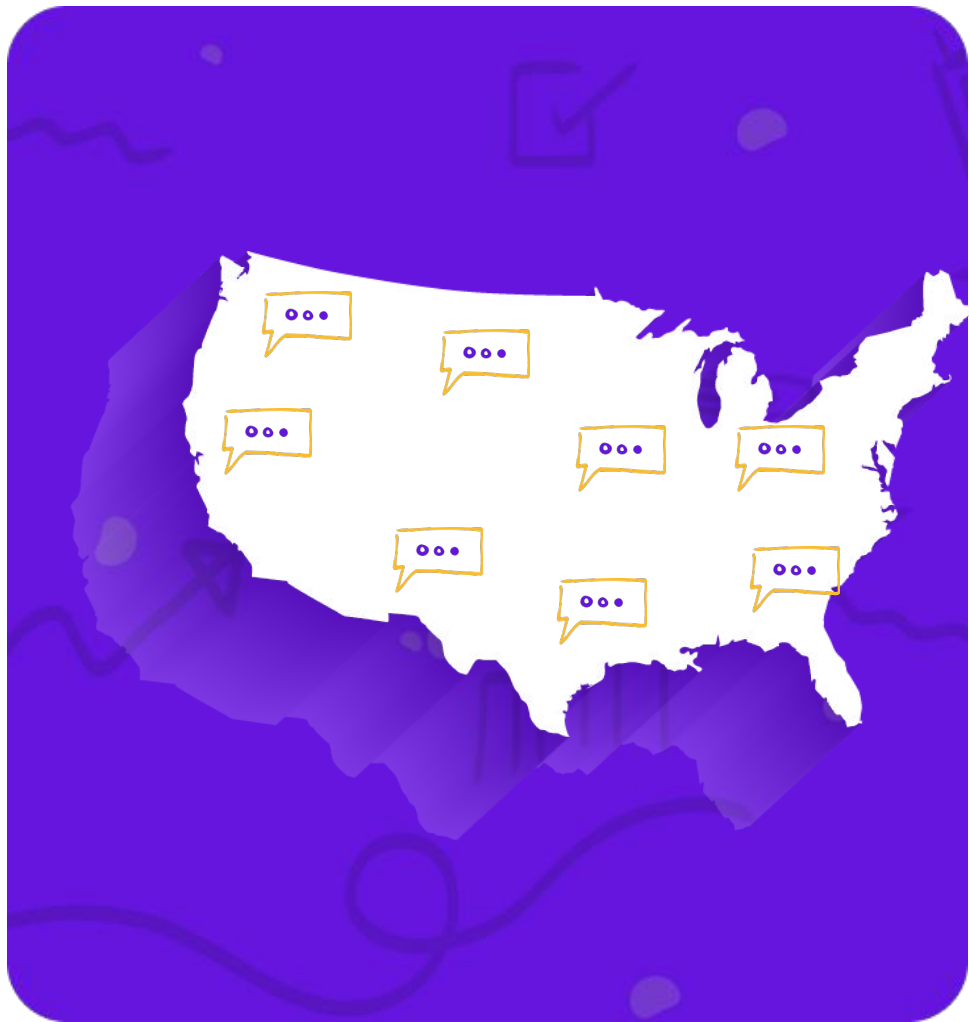


The speed-to-lead campaign you can start using today

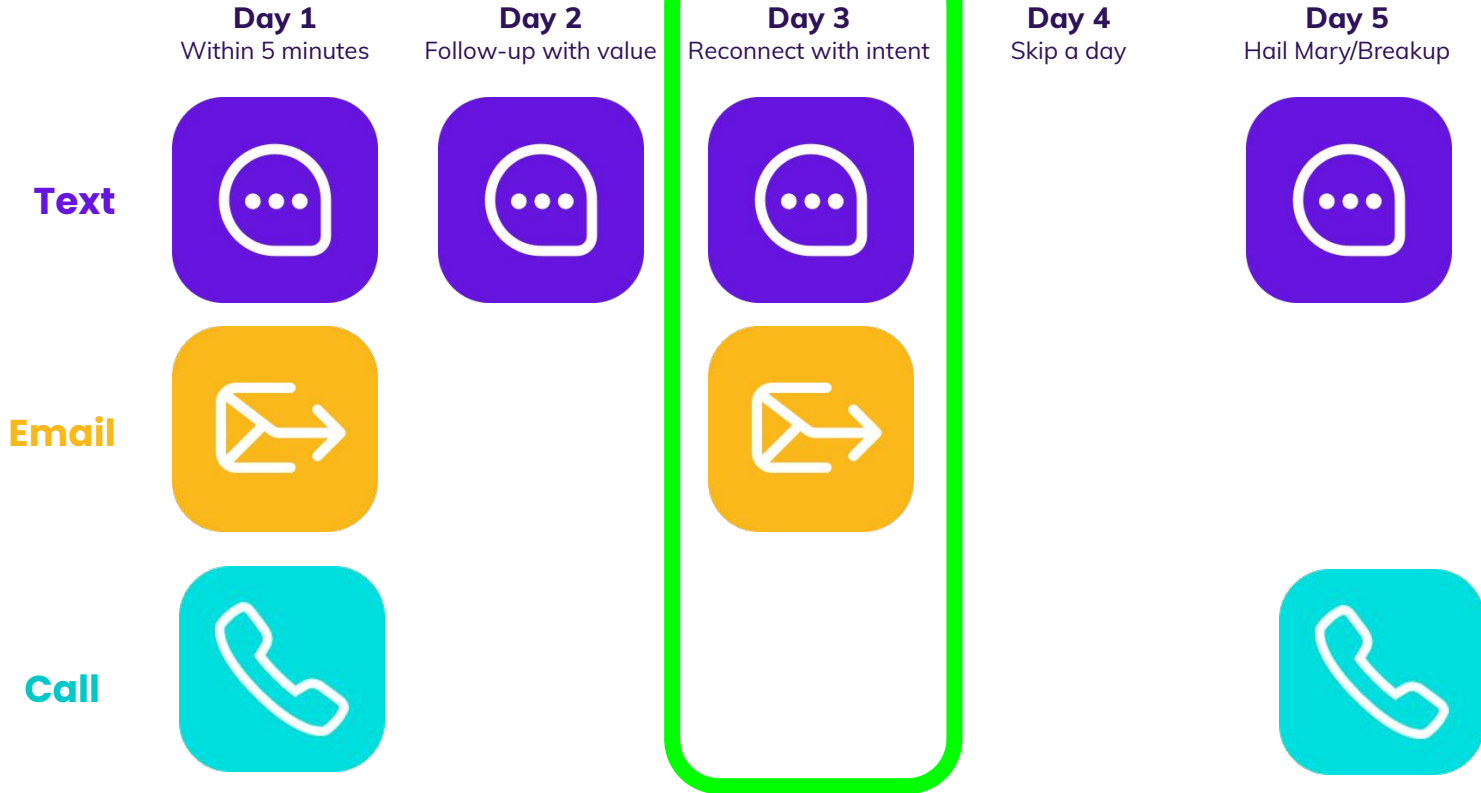
Speed-to-Lead Campaign

Use this 4-touch, 5-day campaign with every lead that you get from lead sources like HomeAdvisor or your website.

Keep in mind - ALWAYS lead with text. You have a better chance of getting in front of the homeowner and letting them decide the channel to chat.



S2L Campaign





Touch 1 - Day 1 | 📌 Send within 5 minutes of lead request



[Contact First Name], it's **[User First Name]** with **<Company Name>**. I got your information from the form you submitted and I wanted to get you scheduled for an appointment or answer any questions you have. How can I help?



SUBJECT: **<Company Name>** | **[Contact First Name]** Let's get Scheduled

[Contact First Name],

I got your information from the form that you submitted online - I wanted to get you scheduled or answer any questions you might have.





Touch 2 - Day 2 | 📌 Follow-up with value to peak their interest



[Contact First Name], it's **[User First Name]** with **<Company Name>**. Following up on the form you submitted to us. I want to confirm a time for you to meet with our solar specialist and learn how much money you could be saving. The average homeowner is saving **[\$X]** per year with our clean energy program!





Touch 3 - Day 3 | 📌 Show intent for WHY they should want to connect



I just don't want you to miss the opportunity to hear about all the benefits available to you with our clean energy program! Anything I can do to help?



SUBJECT: <Company Name> | [Contact First Name] I don't want to miss you!

[Contact First Name],

I got your information from [lead source] that you submitted online - I wanted to get you scheduled or answer any questions you might have.

What day/time works best?





Touch 4 - Day 5 | 🖱️ Disengage, give them an “out” to put them in control




[Contact First Name], it's **[User First Name]** with **<Company Name>** - I don't want to bother you anymore, so I'm just following up one last time. Any chance you'd have 10 minutes to chat about the investment and ROI of a solar-based, clean energy program for your home? You can just text me when you are ready.



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**Hatch helps solar businesses engage
leads quicker and set more
appointments that result in sales with
text, email, and voice messaging.**

Check out usehatchapp.com and personally discover why solar businesses trust us to help them achieve their business goals.





**Want to launch your very own Solar
speed-to-lead campaign from Hatch?**

[Click here to get started](#)