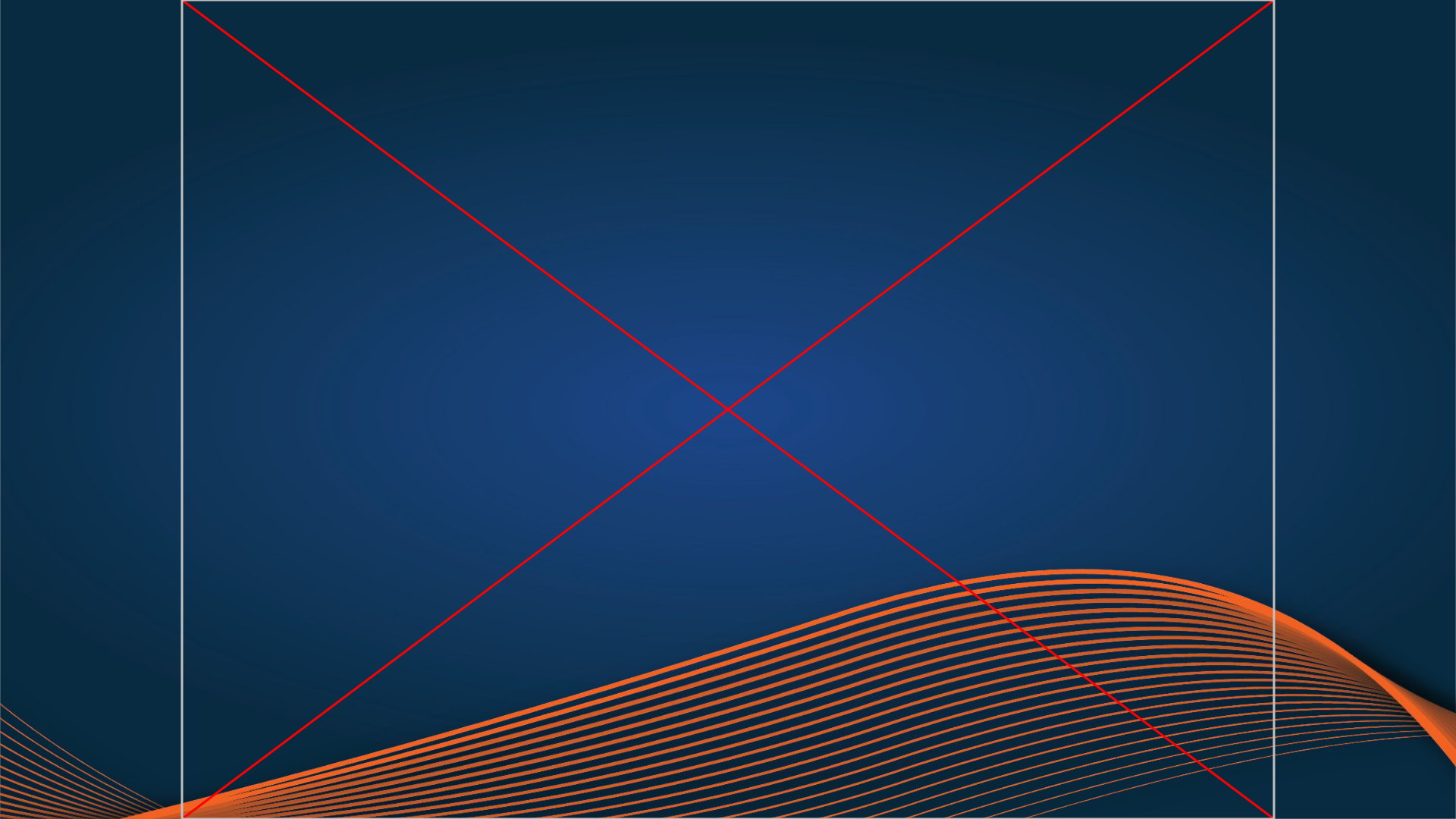


FIELD-TESTED SYSTEM

**FIELD TESTED.
DEALER APPROVED.**

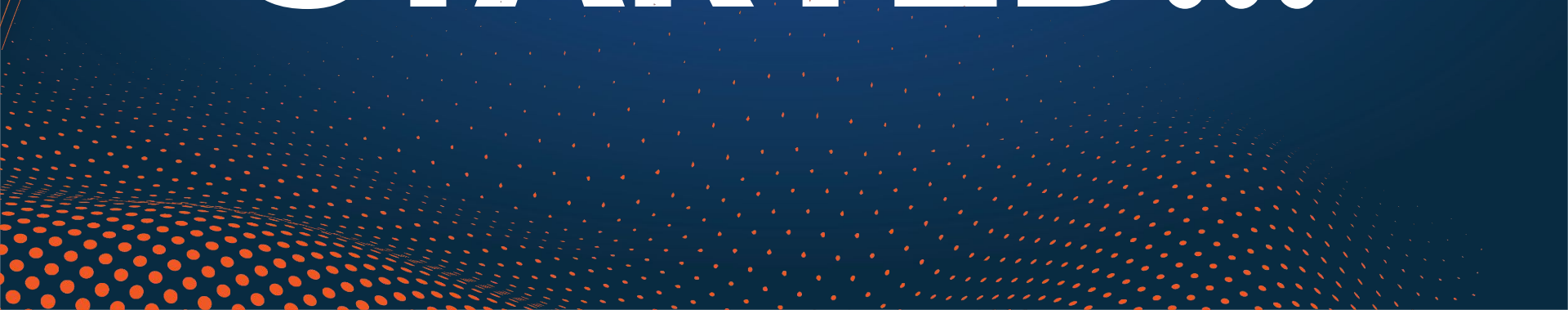
TSSG
TSSACCOACHING.COM







**LET'S GET
STARTED!!!**





WHO IS TSSG?

TSSG is a coaching company that I created to help you succeed in your Generator Dealership. For years I've felt like this industry is extremely underserved and people are looking for help!!! That is why TSSG is the #1 Coaching company in this industry!!!





WHAT'S DOES
TSSG
STAND FOR?



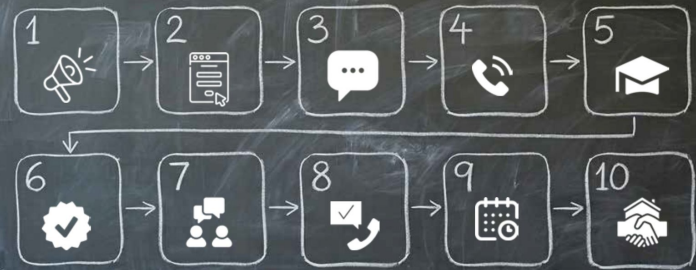
THIS SYSTEM SELLS GENERATORS



AND THAT IS WHAT WE ARE GOING TO HELP YOU DO!

USE YOUR BOOKLETS

TSSG's TEN STEPS TO SELLING GENERATORS



BY CHRIS STILWELL

f @ @ @ @ @wearetssg

1 BIG ASK TODAY...
DON'T TAKE
THIS
PERSONAL



Key Focuses for Today:

- **Building more structured, repeatable sales processes**
 - **Creating consistency for both the team and customer**
 - **Improving accountability across the sales team**
 - **Designing a more scalable system overall**
 - **Learning how to use MyGenPlan to Quote**
- 

**WHAT'S SO
DIFFERENT ABOUT
THE TSSG SALES
PROCESS?**



I CREATED IT!

THIS GUY



**THIS IS NOT A BOUGHT AND PAID FOR
PROGRAM WRITTEN BY SOMEONE IN
AN OFFICE OR AN INFLUENCER**





**I PERSONALLY SELL
GENERATORS
EVERY MONTH...
AND HAVE FOR OVER
8 YEARS!**

SO WHERE DO WE START?

LET'S START WITH

WHERE YOU ARE

TODAY...

**A LOT OF US DON'T HAVE
SALES PROCESSES,
WE HAVE
SALES PEOPLE.**



**WHAT ADJECTIVES DO YOU
THINK WHEN YOU HEAR...
SALESPERSON?**



**WHEN YOU HEAR SALESPERSON,
DO YOU THINK **TRUST?****



**MOST PEOPLE
DON'T TRUST
SALES PEOPLE.**

WHY???

BECAUSE...
SALESPEOPLE
ARE FOCUSED ON
SELLING!!!

**WHEN A CUSTOMER
REACHES OUT TO US
WHAT ARE THEY
LOOKING FOR???**

HELP!!!

**WHEN A
CUSTOMER CALLS
US THEY ARE
REACHING OUT TO
GET HELP WITH
BACKUP POWER**



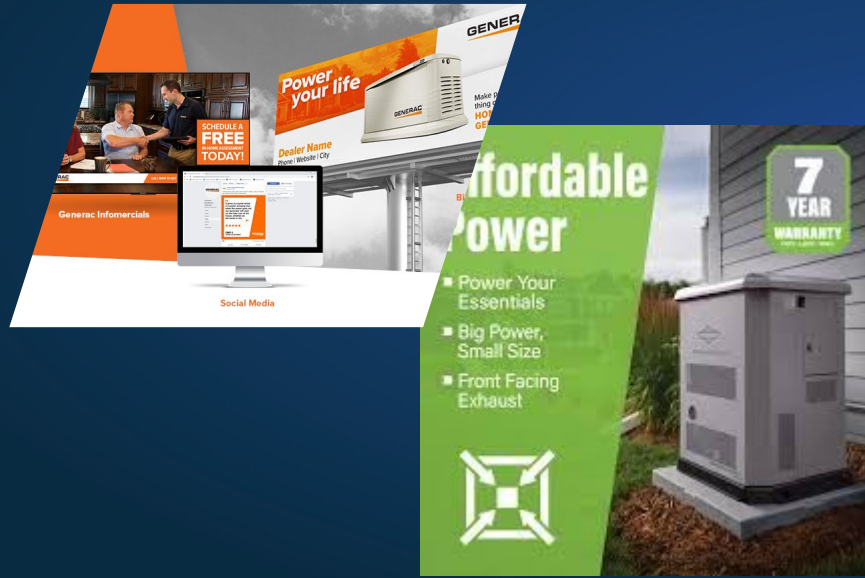
**WE KNOW OUR CUSTOMERS
ARE CONTACTING US
LOOKING FOR HELP**

**WHAT ARE YOUR
CUSTOMERS
REALLY BUYING
FROM YOU?**

THEY ARE **BUYING**



THEY'RE NOT BUYING A **GENERATOR** FROM YOU!



THEY BUY THE **GENERATOR** FROM **GENERAC** **OR BRIGGS**



**BILLION DOLLAR
COMPANIES THAT DO
MILLIONS OF DOLLARS
A YEAR IN MARKETING.**



**UNLESS YOU'RE KNOCKING ON THE DOOR AND
THEY DON'T OWN A TV OR A PHONE,
GENERAC IS SELLING THE GENERATOR.**

**STOP FOCUSING
ON SELLING
THE BOX
AND...
YOU WILL SELL
MORE BOXES**



**SO HOW DO I STOP
SELLING A BOX
AND START SELLING
TRUST...?**

THE SHIFT: FROM CONTRACTOR TO SPECIALIST

SHIFT IN MINDSET & APPROACH

FROM: The Transactional Contractor



- **Focus:** Quoting the Job Quickly
- **Goal:** Selling Upgrades & Extras
- **Metric:** Getting the Check
- **Action:** Get In, Get Out Fast

Transactional Relationship

TO: The Consultative Specialist



- **Focus:** Listening & Understanding Needs
- **Goal:** Observing & Learning Context
- **Metric:** Planning Long-Term Solutions
- **Action:** Helping & Building Trust

Consultative Partnership

STOP SELLING – START HELPING
SALESPEOPLE SELL. SPECIALISTS SOLVE.



YOU'RE NOT PITCHING,
YOU'RE PLANNING.

HELPING IS TACTICAL,
NOT FLUFFY.

THIS ONE SHIFT UNLOCKS
EVERYTHING ELSE.

MOST IMPORTANTLY WE NEED TO REMEMBER

**WE EARN TRUST THROUGH
PERFORMANCE**

YOUR SALES PROCESS IS YOUR PERFORMANCE.

YOUR SALES PROCESS IS
YOUR PERFORMANCE



BUILDING THE TSSG SALES STRUCTURE

TEN STEPS TO SELLING GENERATORS



TSSG **PROVEN** SALES PROCESS





LET'S TALK STATUS

THE RELATIONSHIP OF STATUS AND SUCCESS

WHEN YOU PUT YOURSELF IN THE CONVERSATION
AS A REPRESENTATIVE OF **GENERAC**® OR



A CUSTOMER INSTANTLY THINKS THEY ARE GOING
TO GET A BILLION DOLLAR EXPERIENCE.

THE BAR IS SET HIGH!

THE EXPECTATION GAP PRINCIPLE

CUSTOMER EXPECTATION

GENERAC®



BRIGGS & STRATTON
ENERGY SOLUTIONS

Generac (Billion Dollar Brand)
- Premium, Seamless,
Trustworthy

**THE
EXPECTATION
GAP**



Bridging the gap with a professional,
structured sales process to build trust
and close more sales.

ACTUAL EXPERIENCE



The Local Dealer
(Your Process) - Variable,
Unstructured, Uncertain

THINK ABOUT THIS



HOME DEPOT, OR MCDONALD'S OR WHOLE FOODS

**CUSTOMERS DON'T
UNDERSTAND THE DIFFERENCE.**

**THAT CAN BE GOOD OR BAD FOR
US DEPENDING ON HOW WELL
WE EXECUTE OUR PROCESSES.**

**GENERAC &
BRIGGS ARE
BILLION DOLLAR
BUSINESSES**



SO...WHO HAS A
BILLION DOLLAR
SALES PROCESS
TODAY???

**SO HOW DO
WE FIX IT ???**



BUILDING THE TSSG SALES STRUCTURE

TEN STEPS TO SELLING GENERATORS

TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

STEP 1 - WEBSITE & SOCIAL



ANSWER THIS...

1

1. WHO IS YOUR #1 SALES PERSON?
2. WHO WORKS 24/7, NO DAYS OFF?
3. WHO WILL ALWAYS TELL YOUR STORY,
THE SAME WAY EVERY TIME?
4. WHO NEVER WANTS A COMMISSION CHECK?

THE SALES PROCESS BEGINS **ONLINE**

1

YOUR REAL **FIRST SALESPERSON** IS YOUR:

- **GOOGLE LISTING**
- **SOCIAL MEDIA POSTS**
- **WEBSITE**



IF YOU **LOSE TRUST** THERE,
YOU'LL NEVER **GET THE APPOINTMENT.**

5 THINGS CUSTOMERS SEE



1



ACCURATE GOOGLE LISTING



WEEKLY SOCIAL MEDIA POSTS



EASY WEBSITE WITH **CLEAR** CTA



REAL **PHOTOS & VIDEOS**



SIMPLE CONTACT OPTIONS

THE VAN HALEN PRINCIPLE





THE VAN HALEN PRINCIPLE: A TSSG CREATION

YOUR SALES PROCESS IS THEIR LITMUS TEST

THE LITMUS TEST:
THE M&M CLAUSE



IF THEY MISSED THE M&M CLAUSE,
THEY PROBABLY MISSED THE STAGE SAFETY.



SLOPPY SALES PROCESS
(e.g., Missed Details,
Poor Communication)

LEADS TO

THE CUSTOMER'S ASSUMPTION:
STAGE SAFETY



IF IT'S SLOPPY, THEY ASSUME
YOUR INSTALL WILL BE TOO.



**ASSUMED SLOPPY
INSTALLATION**
(e.g., Major Safety Risks,
Poor Workmanship)

**THE PRINCIPLE: A SMALL DETAIL MISSED IN THE SALES PROCESS
SIGNALS A POTENTIAL MAJOR FAILURE IN EXECUTION TO THE CUSTOMER.**

AN ACCURATE LISTING

1



WHY IS IT
IMPORTANT?



OKLAHOMA GENERATOR



1

AI Mode **All** Images Shopping Videos News Short videos More Tools



Oklahoma Generator

<https://okgen.com>

Oklahoma Generator: Home Backup Power Generators

Protect your home with Oklahoma's trusted Generac dealer. Discover reliable whole-home backup generator solutions today.

Contact

Have questions or need a quote? Contact Oklahoma Generator ...

Whole Home Generators

Keep your home online when storms hit. Oklahoma Generator ...

Generator Maintenance Plans

Extend the life of your generator with annual maintenance ...

About

Oklahoma Generator's founder Kevin Larrison has performed ...

Generator Installation Services

Oklahoma Generator offers expert generator installation services ...

[More results from okgen.com »](#)



See photos



See outside

Oklahoma Generator

5.0 ★★★★★ 483 Google reviews

Electric generator shop in Moore, Oklahoma

Website

Directions

Reviews

Save

Share

Call

Electricians install and maintain generators. ⋮

Address: 2608 N Moore Ave, Moore, OK 73160

Phone: (405) 321-6631

Hours: Open · Closes 5 PM ▾



OKLAHOMA GENERATOR



1

AI Mode

All

Images

Shopping

Videos

News

Short videos

More

Tools



Oklahoma Generator

<https://okgen.com>



Oklahoma Generator: Home Backup Power Generators

Protect your home with Oklahoma's trusted Generac dealer. Discover reliable whole-home backup generator solutions today.

Contact

Have questions or need a quote? Contact Oklahoma Generator ...



Whole Home Generators

Keep your home online when storms hit. Oklahoma Generator ...



Generator Maintenance Plans

Extend the life of your generator with annual maintenance ...



About

Oklahoma Generator's founder Kevin Larrison has performed ...



Generator Installation Services

Oklahoma Generator offers expert generator installation services ...



[More results from okgen.com »](#)



See photos



See outside

Oklahoma Generator

5.0 ★★★★★ 483 Google reviews



Electric generator shop in Moore, Oklahoma

Website

Directions

Reviews

Save

Share

Call

Electricians install and maintain generators. ⋮

Address: 2608 N Moore Ave, Moore, OK 73160

Phone: (405) 321-6631

Hours: Open · Closes 5 PM ▾



OKLAHOMA GENERATOR



1

AI Mode **All** Images Shopping Videos News Short videos More Tools



Oklahoma Generator

<https://okgen.com>

Oklahoma Generator: Home Backup Power Generators

Protect your home with Oklahoma's trusted Generac dealer. Discover reliable whole-home backup generator solutions today.

Contact

Have questions or need a quote? Contact Oklahoma Generator ...

Whole Home Generators

Keep your home online when storms hit. Oklahoma Generator ...

Generator Maintenance Plans

Extend the life of your generator with annual maintenance ...

About

Oklahoma Generator's founder Kevin Larrison has performed ...

Generator Installation Services

Oklahoma Generator offers expert generator installation services ...

[More results from okgen.com »](#)



See photos



See outside

Oklahoma Generator

5.0 ★★★★★ 483 Google reviews

Electric generator shop in Moore, Oklahoma

Website

Directions

Reviews

Save

Share

Call

Electricians install and maintain generators. ⋮

Address: 2608 N Moore Ave, Moore, OK 73160

Phone: (405) 321-6631

Hours: Open · Closes 5 PM ▾



OKLAHOMA GENERATOR



1

AI Mode **All** Images Shopping Videos News Short videos More Tools



Oklahoma Generator

<https://okgen.com>

Oklahoma Generator: Home Backup Power Generators

Protect your home with Oklahoma's trusted Generac dealer. Discover reliable whole-home backup generator solutions today.

Contact

Have questions or need a quote? Contact Oklahoma Generator ...

Whole Home Generators

Keep your home online when storms hit. Oklahoma Generator ...

Generator Maintenance Plans

Extend the life of your generator with annual maintenance ...

About

Oklahoma Generator's founder Kevin Larrison has performed ...

Generator Installation Services

Oklahoma Generator offers expert generator installation services ...

[More results from okgen.com »](#)



See photos



See outside

Oklahoma Generator

5.0 ★★★★★ 483 Google reviews

Electric generator shop in Moore, Oklahoma

Website

Directions

Reviews

Save

Share

Call

Electricians install and maintain generators. ⋮

Address: 2608 N Moore Ave, Moore, OK 73160

Phone: (405) 321-6631

Hours: Open · Closes 5 PM ▾



OKLAHOMA GENERATOR



1

AI Mode **All** Images Shopping Videos News Short videos More ▾ Tools ▾



Oklahoma Generator

<https://okgen.com>

Oklahoma Generator: Home Backup Power Generators

Protect your home with Oklahoma's trusted Generac dealer. Discover reliable whole-home backup generator solutions today.

Contact

Have questions or need a quote? Contact Oklahoma Generator ...

Whole Home Generators

Keep your home online when storms hit. Oklahoma Generator ...

Generator Maintenance Plans

Extend the life of your generator with annual maintenance ...

About

Oklahoma Generator's founder Kevin Larrison has performed ...

Generator Installation Services

Oklahoma Generator offers expert generator installation services ...

[More results from okgen.com »](#)



See photos



See outside

Oklahoma Generator

5.0 ★★★★★ 483 Google reviews

Electric generator shop in Moore, Oklahoma

Website

Directions

Reviews

Save

Share

Call

Electricians install and maintain generators. ⋮

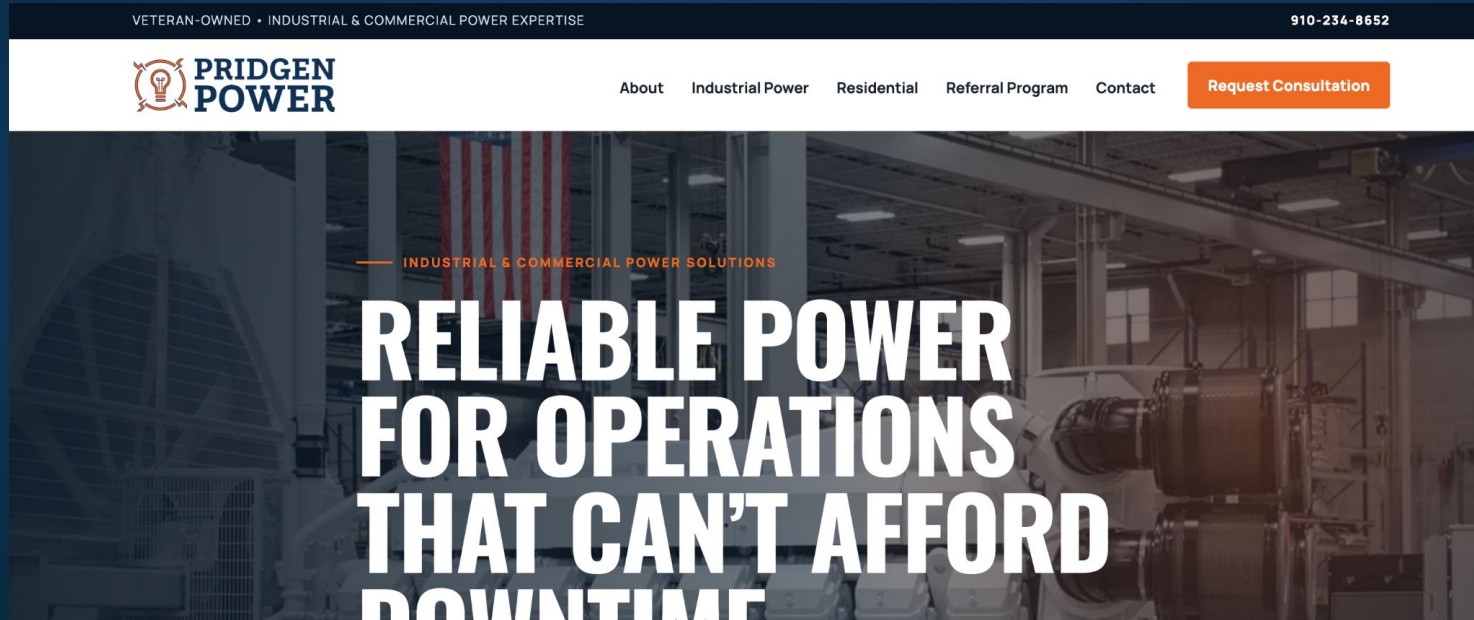
Address: 2608 N Moore Ave, Moore, OK 73160

Phone: (405) 321-6631

Hours: Open · Closes 5 PM ▾

WHAT DOES YOUR WEBSITE SAY ABOUT YOUR BUSINESS???

1





Generators ▾

Financing

Service Areas ▾

About

(574) 855-2350

[Get A Free Quote](#)

• INDIANA'S BACKUP POWER EXPERTS

Power your home without interruption.

Elevated Power installs and services whole-home Generac standby generators across Northern Indiana and Michiana, giving homeowners automatic backup power when the grid goes down.

[Get A Free Quote](#)

[Explore Installation](#)

CALL OR TEXT ANYTIME

(574) 855-2350

[Talk To Elevated Power](#)



GENERAC®

The #1 brand in home backup power solutions.



574.855.2350
Elevated-Power.com

synchrony
AN ALLIANCE BANK COMPANY

PAYMENTS



IS IT CLEAR:

-YOU OFFER PAYMENT OPTIONS?

-YOUR COMPANY EMBRACES FINANCING?

**IF ITS NOT ON YOUR WEBSITE AND YOUR
SOCIAL THEN IT'S NOT IN YOUR ETHOS**



SKC ELECTRICAL SERVICE INC.
PRECISION POWER - TRUSTED SERVICE

GENERATORS

ELECTRICAL

ABOUT US

APPLY FOR FINANCING

GET STARTED



AND YOUR SOCIAL MEDIA

IS THAT A BASIC PERSONAL PROFILE?

-OR-

IS THIS A MILLION/BILLION DOLLAR BUSINESS?

WHAT DOES AN OPTIMIZED SOCIAL LOOK LIKE?





Search Facebook



12

COMMERCIAL ELECTRICAL

Serving Mishawaka and nearby areas



Elevated Power, LLC

364 followers · 24 following

Follow

Search

Posts

About

Mentions

Reviews

Reels

Photos

More

...

Intro

Elevated Power is an authorized Generac dealer. We offer a full line of products to help meet your energy needs. Sales, service and installation available. Providing all of Michiana and surrounding areas.

Page · Electrician

13645 McKinley Hwy, Mishawaka, IN, United States, Indiana

+1 574-855-2350

ben@elevated-power.com

elevated-power.com

Always open

Not yet rated (3 Reviews)

Posts

Filters



Elevated Power, LLC

Yesterday at 8:00 AM

Darkness falling over Michiana?

Elevated Power keeps your home shining with expert Generac installations, dependable 24 hour service, and clear flat rate pricing. No tr... [See more](#)



YOUR FACEBOOK PAGE IS PROOF YOU'RE REAL

CURRENT & CONSISTENT ACTIVITY

POST AT LEAST WEEKLY: INSTALLS, TEAM PHOTOS, TIPS, REVIEWS

A QUIET PAGE LOOKS LIKE A CLOSED BUSINESS



COMMUNITY ENGAGEMENT

REPLY TO COMMENTS AND MESSAGES

CELEBRATE LOCAL EVENTS, PARTNERSHIPS, AND MILESTONES



SOCIAL MEDIA IS A NEW FRONTIER BUT IT'S NOT FREE!

**IF YOU ARE GOING TO BE USING SOCIAL MEDIA ADS
THEN YOU NEED TO HAVE A STRONG COMPANY PAGE.
ONCE A CUSTOMER SEES YOUR AD THEY WILL CHECK
YOUR PAGE THE SAME WAY THEY DO WITH GOOGLE**

NOW *ASK* YOURSELF

**HOW MANY CUSTOMERS HAVE YOU LOST BEFORE
THE PHONE CALL, BEFORE THE IHC?**

**HOW MANY CUSTOMERS DIED ALONG THE PATH
TO A GENERATOR WITH YOU BEFORE YOU EVEN
GOT IN FRONT OF THEM?**

IF OUR WEBSITE IS OUR BEST SALESPERSON, HOW ARE THEY PERFORMING...?

QUESTIONS

ABOUT YOUR **WEBSITE** &
SOCIAL MEDIA PRESENCE?

TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

STEP 2 - FORM FILLS



FORM FILLS

THE PREFERRED METHOD OF CONTACT

**WHEN SOMEONE ASKS "WHAT IS THE BEST WAY TO CONTACT YOU",
IT SHOULD ALWAYS BE A FORM FILL.**

**THIS ALLOWS YOU TO BE PROPERLY PREPARED FOR
THE CALL, HAVE YOUR BEST PEOPLE REACH OUT, AND
YOU CAN ENSURE THEIR INFORMATION IS CORRECT
AND YOU KNOW HOW THEY HEARD ABOUT YOU.**

HALF OF YOUR WORK IS DONE WITH A FORM FILL

PEOPLE **HATE** MAKING PHONE CALLS

**THEY DON'T KNOW WHAT TO EXPECT ON THE OTHER END
OF THE LINE. CUSTOMERS WILL DO ANYTHING TO NOT
HAVE TO MAKE A BLIND PHONE CALL TO A BUSINESS.**

**WITH A FORM FILL THAT HESITATION IS GONE
AND WE CAN CONTROL THEIR INTERACTION.**

[GENERATORS](#)[ELECTRICAL](#)[ABOUT US](#)[APPLY FOR FINANCING](#)[GET STARTED](#)

LET'S GET IN TOUCH

CONTACT SKC ELECTRICAL SERVICE:

Have questions, need a quote or repair, or ready to schedule your next electrical project? The SKC Electrical Service team is here to help. Whether it's a small repair, a full panel upgrade, or planning your next big install, we make it easy to get the answers—and service—you need.

Fill out the form, give us a call, or send us a message. We'll respond promptly and treat your request with the same care and urgency we bring to every job.

Let's power up your next project—contact us today!

First Name *

Last Name

Email *

Phone number

Street address *

City *

State/Region *

Postal code *

Service Interested In *

- ☐ Home Standby Generator Consultation
- ☐ Generator Service & Repair

Best time to call

Please Select

Tell us more...

- ☐ I agree to receive SMS messages from SKC Electrical Service about service updates, appointment scheduling, and promotions. Message frequency is up to 4 messages per month. Message and data rates may apply. Text STOP to (910) 444-1439 to opt out at any time. View our [Privacy Policy](#) and SMS [Terms of Service](#). Reply HELP for support. Message & data rates may apply. Messaging frequency may vary. Visit [Privacy Policy](#) to see our privacy policy and [Terms of Service](#) for our Terms of Service.

Submit

GET THEM INTO OUR
CRM/FSM
TO CONTACT THEM
ASAP

[HOME](#)[PRICING & REPAIRS](#)[ABOUT US](#)[CONTACT US](#)[I NEED A DOCTOR](#)

Get Started with the Doctor

Get Your Generator Maintenance Plan for \$199

Let the doctor handle your annual checkups. No hidden fees. No surprise charges. Just expert maintenance to keep your generator ready when you need it most.

What You Get:

- ✓ **Full 29-Point Inspection** – Full system check to ensure everything is running in tip-top-shape.
- ✓ **Oil Change** – Keeps your engine running smoothly
- ✓ **Genuine Generac Parts** – No cheap aftermarket replacements
- ✓ **Spark Plug & Filter Replacement** – Essential for longevity
- ✓ **Full Cleaning** – Removes buildup that can cause failures

Why Choose Doctor Generator?

- ✓ **Since we only do maintenance and repairs, we are up to 50% cheaper than other maintenance providers**
- ✓ **CT weather can be tough—don't let your generator fail when you**

Schedule Your Appointment Now

First Name*

Last Name*

Email*

Phone number*

Street address*

Postal code*

Interested In:*

Size Generator*

We only service Generac Generators. Please confirm your generator brand below:*

☐ By submitting your phone number, you agree to receive text messages from Doctor Generator related to service updates and support. Message frequency may vary. Message and data rates may apply. Reply STOP to opt out or HELP for assistance.*

By agreeing Doctor Generator may communicate with me via email or SMS methods. You can review our private policy here:

[https://doctorgenerator.com/privacy-policy](#)

YOUR **FORMS** SHOULD PUSH INTO YOUR **SYSTEM**

ZUPER (DEALERSHIP MANAGEMENT SOFTWARE)



- Zuper acts as your **CRM** by capturing the customer from the first interaction and keeping all communication, notes, and job history tied to that customer in one place
- It functions as your **FSM** by handling scheduling, dispatching, job tracking, and giving your field team everything they need to execute installs and service calls
- The real advantage is that it eliminates the gap between **sales** and **operations**, meaning what gets sold is exactly what gets installed, with **full visibility** from the **office** to the **field**

**YOU SHOULD BE PUSHING
CUSTOMERS TO YOUR
WEBSITE
TO FILL OUT FORMS**

**YOUR WEBSITE SHOULD BE ABLE TO INTAKE BUSINESS,
NOT JUST BE A FANCY PHONE BOOK**

QUESTIONS?

**ABOUT FORM FILLS
AND INPUTTING CUSTOMERS
INTO OUR CRM/FSM?**

TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

STEP 3 - SPEED TO LEAD



SPEED **TO** LEAD

ENABLING TEXTING AND EMAILING WITH **CUSTOMERS**.

CUSTOMERS WANT TO TEXT OR EMAIL, IT'S EASIER
AND IT SHOWS YOUR A MODERNIZED COMPANY.

FORM FILLS ALLOW THEM TO OPT IN FOR TEXTS
AND GET EMAILS WITH TOPICS YOU WANT.

AUTO-RESPONDING TEXT

Hi Aaron, thanks for reaching out to TSSG Golden Account! We got your inquiry about a home standby generator and a specialist will be in touch shortly. Questions? Call [\(860\) 805-1155](tel:8608051155)

AUTO-RESPONDING EMAIL



Hello, thank you for contacting Oklahoma Generator, your Generac Generator Specialists. We have received your information. Someone from our team will be reaching back out to you soon!



Experience the Power of Power, when there is no Power

Backup generators protect your home against the unexpected. When a storm

Trust the Experts

Generators require expertise and code knowledge in multiple trades: electrical, gas plumbing, and small engines. Generators don't just tie into potentially hazardous electrical systems; they also hook up to your gas line – and produce deadly carbon monoxide while running.

This is why you should trust the experts at Oklahoma Generator to install your generator properly, to ensure that your generator adheres to the manufacturer's installation guidelines for safety and warranty purposes.

Believe it or not, we have found generators across Oklahoma are frequently installed incorrectly. Whether installed by DIYers, homebuilders, or just unskilled handymen. This is a serious issue.



HOW MUCH DOES THIS THING COST???

**LET'S SEND THEM INFORMATION RIGHT AWAY WITH EMAIL AND
TEXT ABOUT THE POTENTIAL COSTS AND HOW WE EMBRACE AND
ADVOCATE FOR MONTHLY PAYMENT OPTIONS AND FINANCING.**

**SHOW THEM A
PRODUCT MENU**

A decorative pattern of small orange dots arranged in a grid-like fashion, creating a sense of depth and movement, located at the bottom of the slide.

WHO HAS A FULLY FORMED **PRODUCT MENU** TODAY?

IF I WALKED INTO YOUR COMPANY AND SAID WHAT
CAN I BUY, WHAT DO YOU HAVE TO SHOW ME???

GENERAC®

POWER YOUR HOME FOR LESS THAN YOU THINK

CHOOSE YOUR GENERATOR SIZE AND SPREAD YOUR PAYMENTS OUT WITH FLEXIBLE PAYMENT OPTIONS.

18KW

\$171 MONTH
OR \$13,678

22KW

\$179 MONTH
OR \$14,264

24KW

\$184 MONTH
OR \$14,711

26KW

\$188 MONTH
OR \$14,984



COMPREHENSIVE INSTALLATION PACKAGE

- Generator & Concrete Pad
- Automatic Transfer Switch
- Ecobee Smart Thermostat with Load Management
- Cellular Monitoring
- Whole-Home Surge Protection
- Complete Gas & Electrical System Install
- Permits & Fees Included
- Generator Battery
- Startup Testing & Customer Walkthrough Completed by Certified Technicians

**Prices shown are starting base prices and include up to 20 feet of gas line and generator cable. Additional materials, labor, or customization may result in added costs.

**860-555-1234****www.website.com****GENERAC®****synchrony**

RELIABLE POWER, FLEXIBLE PAYMENTS, LASTING CONFIDENCE.



STRESS FREE PAYMENTS MADE SIMPLE

18 months, interest-free, enjoy stress-free payments with no added interest.

Low monthly plans up to 132 months, predictable payments that fit your budget.

Protect your home now, pay on your terms. No surprises. Just dependable power when you need it most.

GENERAC CARDHOLDERS ENJOY

**STRESS-FREE PAYMENTS****\$0 FRAUD LIABILITY**

DEDICATED CREDIT LIMIT FOR YOUR FUTURE HOME IMPROVEMENT PROJECTS



STRESS-FREE PROMOTIONAL PLANS WITH EASY MONTHLY PAYMENTS

APPLY IN SECONDS



NO RISK TO CREDIT SCORE

VIRTUAL GENERATOR ASSESSMENT

Get A Custom Generac Generator Proposal, Without An On-Site Sales Visit

MyGenPlan helps homeowners complete a guided 15-minute virtual assessment so a certified Generac dealer can build an accurate proposal from your measurements and photos.

GET STARTED WITH MYGENPLAN

Takes about **15 minutes** - No Pressure - No guessing

TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

**STEP 4 - PROJECT MANAGER
PHONE CALL**





PROCESS = TRUST

**NOW THIS CUSTOMER KNOWS WHO THEY ARE
DEALING WITH, A BILLION DOLLAR COMPANY**

BY THE TIME THEY **REACH OUT** TO YOU, THEY'VE **ALREADY** DECIDED TO BUY

RESEARCH SHOWS THAT CUSTOMERS WHO REACH OUT DIRECTLY TO A VENDOR, BY PHONE OR FORM, ARE ALREADY **80%** THROUGH THEIR BUYING DECISION.

- THEY'VE **DONE THE RESEARCH.**
- THEY KNOW (**MOSTLY**) WHAT THEY WANT.
- THEY'RE NOT CALLING **JUST TO LEARN** ABOUT GENERATORS
 - THEY'RE CALLING TO **CHOOSE A COMPANY.**

DO OUR CUSTOMERS
FULLY
UNDERSTAND
THE IMPACT OF A LONG TERM
POWER OUTAGE?

SO TODAY, THEIR PROBLEMS
LOOK **SMALL** TO THEM, THEY
LOOK EASY TO OVERCOME...

SMALL PROBLEMS

=

SMALL INVESTMENT

*THEY WAIT ON HOLD FOR A
MESSAGE AND GET DISAPPOINTED

MAYBE **CHEAP** TO OVERCOME

The background is a dark blue gradient. The top half is filled with a pattern of small orange dots that create a sense of depth and perspective, appearing to recede into the distance. The bottom half features several thin, curved orange lines that sweep across the frame, adding a dynamic, flowing element to the design.

**HOW DO WE
GROW
THEIR PROBLEMS?**

THE \$15,000 PHONE CALL

- IT'S NOT JUST A QUICK APPOINTMENT SETTER
- THE PHONE CALL IS THE EMOTIONAL FIRST IMPRESSION

1

**RUSHED
CALL**



2

**DROPPED
TRUST**



3

**GHOSTED
LEAD**

PROJECT MANAGER

The Project Manager controls momentum.

They are responsible for:

- **CRM accuracy and enforcement**
- **Automation oversight**
- **Incoming and outgoing lead calls**
- **Appointment setting**
- **Pre-IHC education**
- **Day-before confirmation calls**
- **Next-day quality control calls**
- **Structured follow-up**
- **Scheduling Specialist follow-up sessions**
- **Scheduling second visits when needed**



**PHONE CALLS
AREN'T **JUST** ABOUT
CONFIRMING A **TIME**.**

**THEY'RE ABOUT YOU PROVING
YOU'VE **GOT YOUR SHIT** TOGETHER.**



SUCCESSFUL PHONE CALLS

SETS THE TONE FOR THE SPECIALIST'S VISIT.

BAD CALL = COLD HOME

GOOD CALL = WARM HOME

TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

STEP 5 - PRE-IHC EDUCATION



WHAT HAPPENS AFTER BOOKING MATTERS MOST



- **THE IHC IS BOOKED... BUT TRUST CAN LEAK FAST**
- **NO CONTACT = DOUBT & DISTRACTION**
- **MOST COMPANIES GO SILENT AND LOSE DEALS**
- **YOU NEED A PRE-IHC EDUCATION DRIP**

THE TIME BETWEEN “BOOKED” AND “AT THE TABLE”

THAT SPACE BETWEEN THE APPOINTMENT BEING SCHEDULED AND THE SPECIALIST SHOWING UP IS CALLED:

THE EDUCATIONAL GAP

IF YOU STAY SILENT, THEY'LL EDUCATE THEMSELVES:

- **GOOGLE & YOUTUBE**
- **COMPETITORS**
- **MISINFORMATION**

**HOW DO WE PROPERLY
EDUCATE THEM?**

5 PART PRE-IHC EDUCATION CAMPAIGN

- 1. IMMEDIATE APPOINTMENT CONFIRMATION
(TEXT IS PREFERRED IF YOU WANT RESULTS)**
- 2. WELCOME EMAIL (W/ PAYMENT OPTIONS)**
- 3. WHAT TO EXPECT VIDEO**
- 4. FAQ + PROCESS DOCUMENTS**
- 5. MEET YOUR SPECIALIST EMAIL**

APPOINTMENT CONFIRMATION TEXT

Hello, Chris. Thank you for choosing Florida Generator. The In Home Consultation with your Generac specialist is scheduled between 10/29/2026 11:00 AM - 10/29/2026 12:00 PM with test tech. Please contact us directly for any problems with this timeframe. [\(386\) 523-4832](tel:(386)523-4832)

OKLAHOMA GENERATOR

Hey << Test First Name >>!

Thank you for scheduling your **In-Home Consultation** with **Oklahoma Generator**! We're looking forward to helping you plan your home standby generator project. One of our **Generac Generator Specialists** will be visiting your home to assess your needs and provide expert recommendations.



What to Expect During Your IHC:

We'll need about **45-60 minutes** of your time to properly assess your home and help you plan for backup power. Here's how the consultation will go:

1. Initial Discussion (10 Minutes)

- We'll sit down with you at your kitchen table (or a place of your choosing) to learn more about your home, your needs, and what you're looking for in a backup power solution.

2. Three-Part Home Assessment

- **Electrical System:** We'll review your home's electrical panel to determine power requirements.
- **Gas Supply:** We'll assess whether you have natural gas or LP and check availability for a generator connection.
- **Generator Placement:** We'll inspect potential installation locations based on safety requirements and local codes.

3. Proposal & Next Steps

- At the end of the visit, we'll provide a **custom proposal and project plan** right on-site.
- We'll also leave you with an **Emergency Power Guide** to help you prepare for the next power outage.



How to Prepare for Your Appointment:

To ensure a smooth consultation, we ask that you:

- ✓ Set aside **45-60 minutes** to plan your project.
- ✓ Ensure **access to your electrical panel and gas supply**.
- ✓ Take a quick look around your property before we arrive to consider a potential location for the generator.

For more information on generator placement and requirements:

[FOR MORE INFO CLICK HERE](#)

Payment Options Available

We understand that investing in a backup power system is a big decision, which is why we offer **flexible payment options** through **Synchrony**. Many of our customers take advantage of **low monthly payment plans** with convenient financing options to make their generator purchase more affordable.

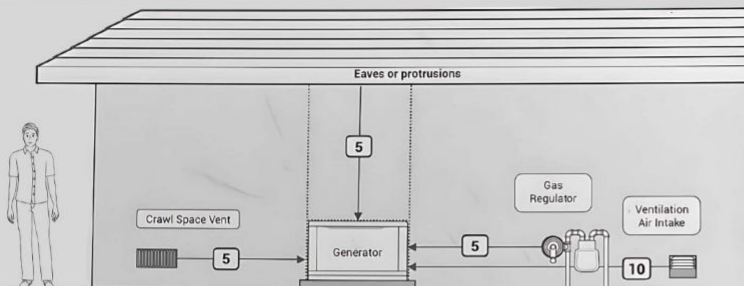
You can even **pre-apply** before your appointment to see what you qualify for. [Click here](#) to learn more and get started.

APPLY FOR SYNCHRONY



Thank you for choosing Oklahoma Generator! We're here to help you find the right backup power solution and keep your family safe. If you have any questions before your appointment, feel free to reach out.

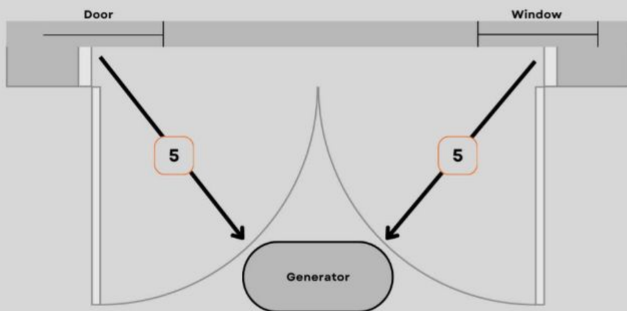
**See you soon,
Oklahoma Generator**



5 foot rule

- A/C or Heat pump units
- Gas regulator on meter
- Doorways
- Non-sealed windows
- ALL vents on exterior of home*
- Between top of unit and any overhanging surface

*Excludes air intake vents

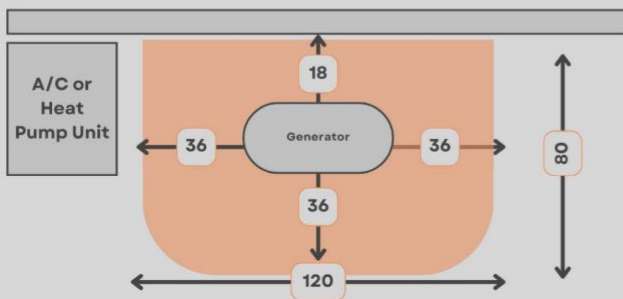


18 inch rule

- Back of generator to anything

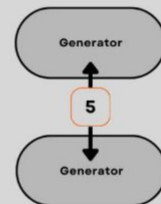
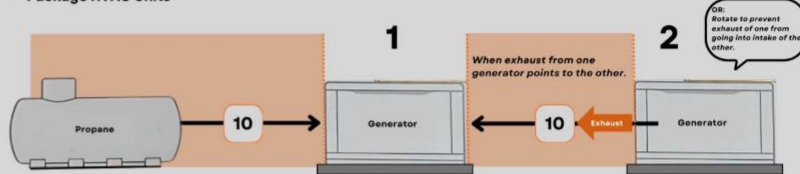
36 inch rule

- Any equipment
- Front of generator
- Sides of generator
- If directly in front of electrical panels or electrical meters

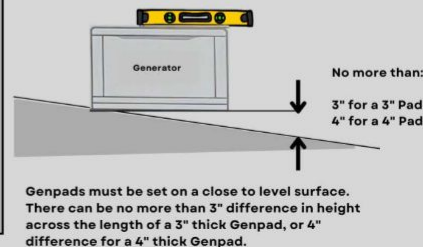
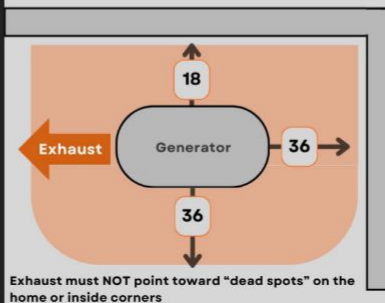
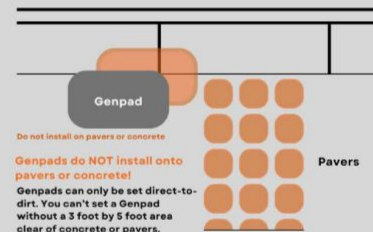


10 foot rule

- Air Intake Vents (HVAC Make-up air, Tankless water heaters, etc.)
- Propane Tanks
- Package HVAC Units

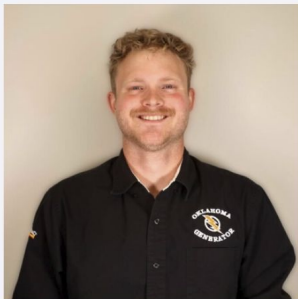


Parallel Generator Units installed side by side - must be installed parallel to each other 3 feet apart.



Hi << Test First Name >>,

We're excited to see you soon! Your appointment will be with Hunter Fox, one of our generator specialists here at Oklahoma Generator.



A little about Hunter:

- He has been helping families in our area with backup power since 2024.
- Customers say he is "easy to talk to and never pushy" and "great at explaining things in a way that makes sense"
- He genuinely enjoys making sure homeowners feel prepared and comfortable with their power solutions and keeping families safe, especially when it comes to keeping the lights on.

When Hunter arrives, you can expect a friendly walkthrough of your home's needs, answers to your questions, and a clear recommendation—no pressure, just helpful advice.

Thanks again for choosing us—we're looking forward to helping you find the right solution for your home.

Talk soon,

The Team at Oklahoma Generator

IF SAFELITE
CAN DO IT....



SET THE STAGE BEFORE YOU ARRIVE

WHAT TO EXPECT VIDEO

Think Like Other Industries:

- When you book a surgery, the hospital sends a prep video.
- When you schedule a service appointment with Tesla, you get a short clip on what'll happen next.
- These videos make the process familiar before it even starts.

Your Version Should:

- Be short (60–90 seconds)
- Feature your Specialist team,
- not actors
- Explain: Who's coming, what they'll do, and how long it'll take.
- Reinforce: "This is a consultation to build your emergency power plan."





GOAL:

REMOVE MYSTERY.

REPLACE IT WITH

CONFIDENCE.



TSSG **PROVEN** SALES PROCESS



BUILDING THE TSSG SALES STRUCTURE

**STEP 6 - APPOINTMENT
CONFIRMATION CALL**



SET THE TONE BEFORE THE VISIT



PURPOSE:

The Morning-of Call (or Day-Before) is the final touchpoint before the consultation.

It confirms details, shows organization, and keeps customers confident in your process.

WHO MAKES THE CALL:

The Office Team, not the Specialist.
This keeps communication consistent and professional.

WHEN TO CALL:

Morning of the appointment or the afternoon before for early appointments



**HAVE THE ABILITY
TO RESEND OUR
EDUCATIONAL
MATERIALS**



GOAL:

**CONFIRM FOR THIS
CUSTOMER THAT **SALES**
IS NOT ON AN ISLAND**



The background is a dark blue gradient. The top half features a pattern of orange dots that create a 3D perspective effect, receding into the distance. The bottom half features several thin, parallel orange wavy lines that sweep across the frame from left to right.

QUESTIONS

ON CONFORMATION CALLS

QUICK 10 MIN BREAK
PLEASE LEAVE US A
5 STAR REVIEW!



TSSG **PROVEN** SALES PROCESS



STEVE SCHRIEBER

DIRECTOR OF SALES, GENERAC



Residential

Introducing Generac Home

Powerful Alone.
Brilliant Together.

One streamlined residential organization to:

- Deliver the Home Energy Ecosystem
- Unify distribution network
- Realize operational synergies & efficiencies
- Leverage marketing, data & technology capabilities

One ecosystem, Two Mega-trends



Lower Power
Quality



Higher Power
Prices



Acquisitions and Investments

2011



Leading Mobile Generator & Light Tower manufacturer in North America
Berlin, WI

2012



Portable Products & Accessories manufacturer
Alpharetta, GA



A Generac Company
Leading Generator manufacturer in Latin America
Mexico City & Brazil

2013



Leading Light Tower manufacturer in Europe
Italy



Portable, mobile, standby & prime power generators up to 2.5MW
Oshkosh, WI

2014



Portable Generator manufacturer
Marietta, GA



Mobile C&I air heater manufacturer
Bismarck, ND

2015



Leading outdoor power equipment & chore products manufacturer
Vergennes, VT

2016



Portable, mobile, & industrial power generators
Italy



Minority investment in Wi-Fi propane tank monitoring
Boston, MA

2017



Manufacturer of efficient, gaseous-engine-systems
Celle, Germany

2018



Gens, service platform & remote monitoring
Mexico City

2019



Specializes in customized industrial generators
Kolkata, India



Energy data focused on metering & analytics
Vancouver, BC



Investment exit in solar installer software
Montreal, QC



Smart storage solutions & smart batteries
Portland, ME



IDC Distribution
Stockton, CA



manufacturer of Battery Powered Zero-Turn Mower
Ross, OH

2020



Industry leading Virtual Power Plant (VPP) software & Distributed Energy Resource Management systems (DERMS)
Denver, CO



Industrial control & microgrid systems
Hunmanby, UK



Designer & seller of Microinverters
Pacific Palisades, CA

2021



Industrial & mobile ESS designer & manufacturer
Rugby, UK



Engineering & Design, & expertise in hardware, firmware, & cloud services
Bend, OR



Acquisition Wi-Fi propane tank monitoring & fleet services
Boston, MA



IDC Distribution
Riverside, CA



Smart thermostats & home energy platform
Toronto, ON

2022



IDC Distribution
Marlborough, MA



Industrial IoT software solutions
Indianapolis, IN



Minority investment in SOFC Mount
Pleasant, PA



C&I Power Electronics & Storage
Pfullingen, Germany

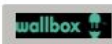
2023



Minority investment in EV charging management services
Boulder, CO



Minority investment in Clean Energy venture capital



Minority investment in Smart electric vehicle charging & energy management provider
Barcelona, Spain



IDC Distribution
Shelton, CT

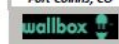


BESS R&D & Engineering carveout
Toronto, Canada

2024



Microgrid controller & energy management systems
Fort Collins, CO



Expanded previous minority investment

2025



IDC Distribution
Zeeland, MI



Industrial generator distribution and service
Sydney, Australia

2026



Mobile light tower, generators and heaters business
Holdrege, NE



Enclosure and switchgear manufacturer
Peoria, IL

The Gateway...



Resilience | Safety | Savings | Comfort

Generac Home

A Complete Solution for Your Customers Home



Energy resilience
and
independence



Home Standby
Generator



Portable
Generators



Home Energy
Storage



Home Solar
Inverters



Comfort, efficiency
and energy
management



Smart Thermostat



EV Charger



Energy Load
Management



Propane Tank
Monitor



Protection of your
home and family



Security
Control Panel



Smart Doorbell
Camera



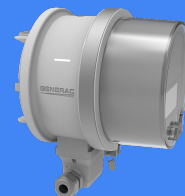
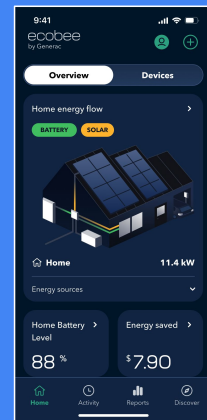
Smart
Camera



Smart
Sensors

ecobee for Pro

A Unified Customer
Experience
and
Customer Support Team



Mobile Link & Fuel Tank Monitoring

Deliver a centralized view of Home Standby and Fuel Tank status.



ecobee by Generac

ecobee Smart Thermostat Enhanced HVAC Energy Manager is the next generation load management solution.



PWRCell 2 Solar Battery Storage System

ecobee provides convenient energy management in-home through an accessible display for outage details and battery status.



Myth busted

Installing
ecobee smart
thermostats
DOES NOT void
the warranty of
the HVAC
systems.

ecobee's
products are
a revenue
opportunity

ecobee
thermostats work
with 90% of
HVAC equipment,
including 2-stage
systems

Service,
Upsell,
Land &
Expand

Avoid costly
truck rolls &
make them
profitable



Adding ecobee to your business



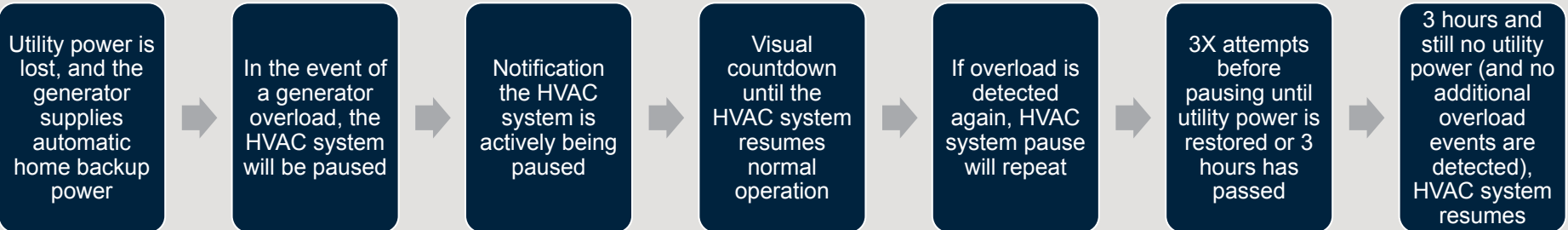
Mega Trends:

**Lower Power Quality
Higher Power Cost
Higher Power Demand**



HOW IT WORKS

- ecobee by Generac Smart Thermostat listens for a “droop” in electrical frequency signaling a grid event
- ONLY execute a load shed event when the generator is overloaded and exceeds its maximum capacity



Thank You

STEVE SCHRIEBER

DIRECTOR OF SALES, GENERAC



BUILDING THE TSSG SALES STRUCTURE

STEP 7 - IN-HOME CONSULTATION



**THE IHC IS ONLY
PART OF THE
PROCESS**



**HOW DOES OUR PROCESS
REFLECT IN MORE SALES?**

**WHERE WILL THE
RUBBER HIT THE ROAD?**

**HOW WILL YOU SEE
TANGIBLE RESULTS?**



OBJECTIONS!

IF YOU DON'T HAVE A
PERFECT SALES PROCESS
THEN YOU WILL GET
OBJECTIONS.

=

IF YOU DON'T HAVE A
PERFECT INSTALL PROCESS
THEN THE GENERATOR
WILL FAIL.

**YOU CONTROL
THAT**

5 BIGGEST OBJECTIONS:

PRICE IS TOO HIGH

“WOW, THAT’S A LOT MORE THAN I THOUGHT IT WOULD COST.”

WE DON’T LOSE POWER OFTEN ENOUGH

“HONESTLY, THE POWER HARDLY EVER GOES OUT AROUND HERE.”

I NEED TO THINK ABOUT IT / DELAY TACTICS

“LET ME SLEEP ON IT AND GET BACK TO YOU.”

CONCERNS ABOUT INSTALLATION

“I’M NOT SURE WHO WE WOULD LIKE TO GO WITH,
I’D LIKE A FEW MORE QUOTES.”

MY PORTABLE GENERATOR IS GOOD ENOUGH

“I ALREADY HAVE A PORTABLE ONE THAT WORKS JUST FINE.”

**HOW DO WE
OVERTURN
THESE???**

**SALES IS NOT A
NUMBERS GAME**

**SALES IS A
SKILLS GAME**

THE EXPECTATION GAP PRINCIPLE

CUSTOMER EXPECTATION

GENERAC®



BRIGGS & STRATTON
ENERGY SOLUTIONS

Generac (Billion Dollar Brand)
- Premium, Seamless,
Trustworthy

**THE
EXPECTATION
GAP**



Bridging the gap with a professional,
structured sales process to build trust
and close more sales.

ACTUAL EXPERIENCE



The Local Dealer
(Your Process) - Variable,
Unstructured, Uncertain

NEVER SPLIT THE DIFFERENCE: NEGOTIATION TOOLS



MIRRORING



Repeat the last 1-3 words (or critical pieces of information) of what someone just said.

Encourages the other side to elaborate and builds rapport through active listening.

Example: "You're feeling frustrated?"



LABELING



Identify and vocalize the other party's emotions or situation without judgment.

Validates their feelings and de-escalates tension.

Example: "It sounds like this is very important to you."



CALIBRATED QUESTIONS



Open-ended questions (usually starting with "How" or "What") that prompt the other side to solve your problem.

Shifts the burden of the solution.

Example: "How am I supposed to do that?"

MIRRORING: THE ART OF THE REPEAT



Repeat 1–3 key words from their last sentence. Simple, empathetic, curious.



Builds rapport. Ensures accurate technical understanding. Keeps customer talking.



"I'm worried this whole setup is going to be **incredibly** expensive."



"...**Incredibly** expensive?" 



"Well, yeah. I don't know if we can justify \$15,000 for something we only use a few times a year."

LABELING (CHRIS VOSS TECHNIQUE)

APPLIED TO GENERATOR DEALERS



LABELING IS:

Verbally acknowledging a customer's feelings, perceptions, or dynamics without judging.

HOW IT WORKS IN OUR INDUSTRY:



Labeling Outage Anxiety:
"It sounds like you're concerned about another freeze knocking your power out for days."



Labeling Investment Doubts:
"It seems like you're worried about overcommitting financially on this project."



Labeling Competitive Hesitation: "It looks like you're unsure if our process is really worth the premium over the competitors."

THE RESULT:

Defensiveness Drops, Trust Builds, Emotional Problem is Validated



Labeling is: emphasizes **validation** and understanding to guide the customer through the **TSSG** sales process.

CALIBRATED QUESTIONS: THE ART OF STEERING WITHOUT CONFLICT



THE WHAT/HOW RULE

Shift from 'Why' (confrontational) to 'What' and 'How' (problem-solving).

Generator Industry Example:

"What's the biggest thing holding you back right now?"



CALIBRATED 'WHAT' QUESTIONS

Direct focus to identifying and overcoming obstacles and risks.

Generator Industry Examples:

"What are we trying to accomplish?" | "What happens if you do nothing?" | "What is it that we're missing here?" | "What would make this an easy 'yes'?"



CALIBRATED 'HOW' QUESTIONS

Pivot from confirmation to execution, feasibility, and implementation planning.

Generator Industry Examples:

"How do we know we're on the right track?" | "How is that going to work?" | "How does this compare to what you expected?"



THE ACCUSATION AUDIT

Proactively call out negative assumptions and fears to defuse them before they can derail the deal.

Generator Industry Example:

"You probably think we're just another vendor pushing a high-priced box."



THE ANCHOR EFFECT

Use strategic calibrated questions to indirectly challenge or 'anchor' pricing expectations.

Generator Industry Example:

"What is your biggest concern about our solution?" (Shifts focus to value over just price)



THE POWER OF NO

Frame questions that allow the customer to say 'No' safely, which creates a feeling of autonomy and control.

Generator Industry Example:

"Are you against exploring a solution that provides total security?"

UNDERSTAND
WE TRIGGER
EVERY OBJECTION A
CUSTOMER GIVES US

CUSTOMERS DON'T WAKE UP IN THE MORNING WITH OBJECTIONS. OBJECTIONS ARE A RESULT OF SOMETHING WE ARE DOING.

WE TRIGGER CUSTOMERS BY:

- **TALKING TOO MUCH**
- **NOT ACTIVELY TAKING NOTES**
- **TELLING ANECDOTES OR STORIES**
- **TRYING TO SELL TOO SOON**
- **TALKING TOO MUCH ABOUT SERVICE OR UPGRADES**
- **WINGING IT & TRYING TO SELL WITH PERSONALITY**
- **FALLING SHORT OF EXPECTATIONS**

THE TSSG IHC PROCESS STEP 7



IN-HOME CONSULTATION OVERVIEW

PHASE 1

PHASE 2

PHASE 3

**ANCHOR AT
THE TABLE**



**MAKE
A PLAN**



**PRESENT
THE SOLUTION**

**Each phase has a time target. A goal. A mindset.
This is not a walk-and-quote. This is a consultation.**



BEFORE WE **KNOCK ON
THE DOOR WE BETTER...**

BE **PREPARED!**





**DRESS LIKE THE
SOLUTION
NOT THE SALESMAN**



YOU ARE THE COMPANY'S FIRST IMPRESSION

WHAT NOT TO WEAR:

- **UNSHAVED FACE OR UNKEMPT HAIR**
- **SHINY DRESS SHOES OR PRESSED DRESS PANT**
- **BUTTON-UP DRESS SHIRTS OR TIES**
- **EXPENSIVE WATCHES OR FLASHY JEWELRY**
- **NON-COMPANY JACKETS, HATS, OR GEAR**
 - **NO PATAGONIA, NO COWBOYS**

WHAT TO WEAR:

- **CLEAN HAIRCUT**
 - **EVERY WEEK**
- **NEAT GROOMING**
- **WORK BOOTS OR SHOES**
- **JEANS OR PROFESSIONAL WORK PANTS**
- **COMPANY POLO OR BRANDED WORK SHIRT**
- **BRANDED OUTERWEAR AND ACCESSORIES**
 - **YES, EVEN YOUR BACKPACK AND PENS**

**IMAGINE IF YOUR LAWYER
WAS IN A ROBE WITH
BOARD SHORTS ON...**



**YOU GONNA TRUST
THAT DUDE?**



**WHAT ELSE DO WE
NEED TO BE
PREPARED???**

THE TSSG **SPECIALIST TOOL KIT**

- **SALES BOOKLET**
- **TSSG SIZING TOOL**
- **PAYMENT CALCULATOR**
- **TAPE MEASURE / LASER**
- **PHONE**
- **IPAD/TABLET**
- **GEN-MAT**





**DON'T LEAVE IT ALL
IN THE CAR, LET'S
SHOW THEM WE ARE
PREPARED AND
READY TO GO!!!**

**HAVE YOUR
SHIT WITH YOU!**

**HAVE IT ON YOUR HIP,
IN YOUR BAG,
OR UNDER YOUR ARM**



**WHAT IS YOUR
TARGET TIME
FOR AN IHC???**



PROFESSIONAL CONSULTATIONS **TAKE TIME**

Your IHC Should Last **45-50** Minutes

**That's the sweet spot,
Long enough to educate,
Short enough to stay efficient.**

WHY IT MATTERS

- **Less than 30 minutes feels rushed and unprofessional.**
- **More than 50 minutes feels unfocused and exhausting.**
- **45-50 minutes is where confidence builds and decisions happen.**



**STRUCTURE ALSO
SAVES TIME**



**WHERE DOES THE
IHC START???**



**PROFESSIONALISM
STARTS ON THE
DRIVEWAY, NOT IN
THE LIVING ROOM.**



FIRST IMPRESSIONS START BEFORE YOU SPEAK

BE PREPARED

- Arrive on time or early (Park down the street if you're early please)
- Have your Specialist Toolkit in hand
- DO NOT START BY HANDING THEM A BUSINESS CARD!!!

AT THE DOOR

- Knock firmly, not aggressively.
- Take five steps back to give them space, respect their comfort zone (especially post-COVID).
- Stand tall, hands visible, calm and confident.

WHY IT MATTERS

- That first 10 seconds determines whether they see you as a professional or a salesperson.
- Your distance, your look, and your posture all communicate trust before you say a word.

**DON'T FORGET
ABOUT DOOR
CAMERAS**

**PLEASE STOP
STARTING
YOUR IHC
OUTSIDE**

QUESTIONS

ABOUT BEING PREPARED

PHASE 1 - ANCHOR AT THE TABLE

- Get inside. **Sit** at the kitchen table.
- Ask thoughtful questions.
- **Document** their answers.
- **Listen** for triggers words or phrases



NO PRODUCT. NO PRICING. NO PRESSURE.

ANCHOR AT THE TABLE



YOU

Front Door Entry

“Hey, I’m just [Your Name] with [Dealer Name]. I believe I have an appointment with [Customer]?”

CUSTOMER RESPONDS

**GET TO
THE TABLE**

ANCHOR AT THE TABLE



YOU

Once Inside

“This appointment is really simple, it’s really easy. Is there somewhere we can grab a seat real quick, just so I can find out a little bit more about what you might be looking for, and if it looks like we can help with... then we can talk possible next steps. Where’s a good place for us to grab a seat?”

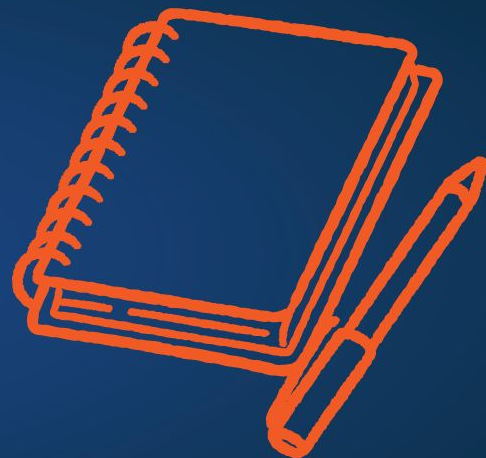
CUSTOMER RESPONDS

5-7 MINS
TOPS

**HOW MANY OF YOU
USE A NOTEBOOK
TODAY ON EVERY SALE???**

TAKE NOTES

**SHOW THEM THAT
YOU ARE HEAR AND
UNDERSTAND THEM!**



**WHAT COULD SHOW THEM
BETTER THAN A PEN AND PAPER?**

TALK LESS, SMILE MORE

YOU SHOULD BE SPEAKING 20% OF THE TIME
YOU SHOULD BE LISTENING 80% OF THE TIME

The customer isn't waiting for you to "sell" them.

They're watching to see if you're the kind of company they can trust.

HERE'S THE TRUTH:

They already researched generators.

They already read reviews.

Most of them already decided they want a generator.

They're just deciding if you're the one they trust to install it.

WHAT THEY'RE LISTENING FOR:

Do you listen more than you talk?

Do you have a clear process?

Do you sound like a pro or a pitch?

BE SURE TO ASK (AND WRITE DOWN) THE FOLLOWING:

YOU

1. So how many people are living here full time? During an emergency?
2. How long have you guys been in the home?
3. About how big is the house, roughly how many square feet?
4. Is there anyone else we'll need to include in the decision, maybe your spouse or an HOA?
5. What made you start looking into getting a home standby generator?
6. Was there a recent outage, or are you just being proactive?
7. Do you have anything for backup power — like a portable or small generator?
8. Let's say the power went out tonight and stayed off for a couple of days what would be your top concerns?

(Create a realistic scenario based on what you see — families, pets, home office, medical needs, etc.)

NEVER SPLIT THE DIFFERENCE: NEGOTIATION TOOLS



MIRRORING



Repeat the last 1-3 words (or critical pieces of information) of what someone just said.

Encourages the other side to elaborate and builds rapport through active listening.

Example: "You're feeling frustrated?"



LABELING



Identify and vocalize the other party's emotions or situation without judgment.

Validates their feelings and de-escalates tension.

Example: "It sounds like this is very important to you."



CALIBRATED QUESTIONS



Open-ended questions (usually starting with "How" or "What") that prompt the other side to solve your problem.

Shifts the burden of the solution.

Example: "How am I supposed to do that?"

THE SALES CONVERSATION PARADOX



KEY TAKEAWAY: LISTEN MORE THAN YOU SPEAK TO CLOSE MORE DEALS.

**GET THE
ANSWERS
DON'T FOCUS ON
ASKING THE QUESTIONS**

BUILD YOUR LIST OF CONCERNS & NOTE QUANTITIES WHERE NEEDED:

CRITICAL UTILITIES

- Well Pump
- Wifi
- Sump Pump
- Grinder
- Medical Devices
- Security System
- Pool Pump

FOOD

- Fridge #?
- Freezer #?
- Range
- Oven
- Microwave

COMFORT

- Central Air
- AC condensers # & Size
- Furnace/Boiler
- Electric Heat
- Water Heater
- Dishwasher
- TV/Media
- Garage Door Opener

THEN ASK:

Anything we missed?

Why do this now? Why not wait???

Next Steps...



ANYTHING I MIGHT HAVE MISSED???

Have a list specific for your area:

Grinders, Sump Pumps, Heated Driveway, Security System

ONE PAGE CHEAT SHEET



IN-HOME CONSULTATION OPENING CHECKLIST:

Here is a list of essential questions and information to gather as a part of the first phase of the IHC

BE SURE TO ASK (AND WRITE DOWN) THE FOLLOWING:

YOU

1. So how many people are living here full time? During an emergency?
2. How long have you guys been in the home?
3. About how big is the house, roughly how many square feet?
4. Is there anyone else we'll need to include in the decision, maybe your spouse or an HOA?
5. What made you start looking into getting a home standby generator?
6. Was there a recent outage, or are you just being proactive?
7. Do you have anything for backup power — like a portable or small generator?
8. Let's say the power went out tonight and stayed off for a couple of days what would be your top concerns?

(Create a realistic scenario based on what you see — families, pets, home office, medical needs, etc.)

BUILD YOUR LIST OF CONCERNS & NOTE QUANTITIES WHERE NEEDED:

CRITICAL UTILITIES

- Well Pump
- Wifi
- Sump Pump
- Grinder
- Medical Devices
- Security System
- Pool Pump

FOOD

- Fridge #?
- Freezer #?
- Range
- Oven
- Microwave

COMFORT

- Central Air
- AC condensers # & Size
- Furnace/Boiler
- Electric Heat
- Water Heater
- Dishwasher
- TV/Media
- Garage Door Opener

THEN ASK:

Anything we missed?

Why do this now? Why not wait???

Next Steps...



TURN THEIR CONCERNS INTO YOUR BLUEPRINT

“Here’s what I’ve got so far..”

Read back their list to:

- ☐ **Prove you listened**
- ☐ **Justify the plan**
- ☐ **Eliminate objections**
- ☐ **Build urgency
without pressure**



**“Did I miss anything
that’s important to you?”**

ANCHOR AT THE TABLE



YOU

“Okay, I appreciate you walking me through all of that.”

CUSTOMER RESPONDS

YOU

“Based on what you’re telling me, it sounds like your biggest concerns are [reference 2–3 items from your notes].”

CLOSE PHASE 1



YOU

Pause

“Now that I understand your situation a lot better, what I’d like to do is walk the property, take a look at your electrical panel and gas setup, and start mapping out a plan.”

“My goal here is to give you a couple of clear options so we can make sure your family is protected and safe during the next outage.”

“This should only take 10-15 mins to plan out, I know you’re busy so I’ll be quick”

The background is a dark blue gradient. The top half is filled with a pattern of small orange dots that form a perspective grid, receding towards the top. The bottom half features several thin, parallel orange wavy lines that sweep across the frame from left to right.

QUESTIONS

???



**QUICK PHOTO,
THEN LUNCH!**

LUNCH BREAK
PLEASE LEAVE US A
5 STAR REVIEW!



KEVIN LARRISON

OWNER, OKLAHOMA GENERATOR



SCALING UP SPRING OF 2015

**GENERATORS BECAME THE
FOCUS OF THE BUSINESS**

2020 - COVID

**HUGE INFLUX OF DEMAND
FOR GENERATORS**



MANAGING LULLS AND BACKLOGS

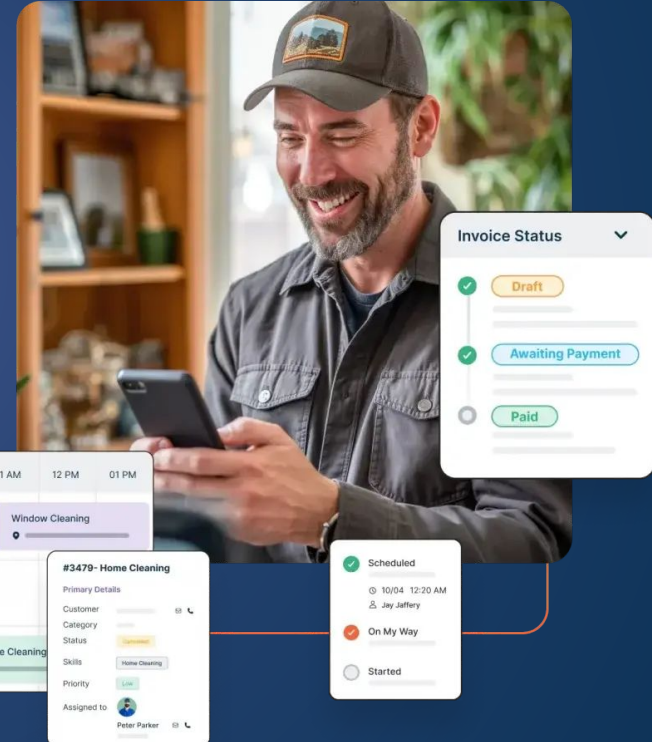


SUN	MON	TUE	WED	THU	FRI	SAT
	W	O	R	K		
	W	O	R	K		
	W	O	R	K		
	W	O	R	K		
	W	O	R	K		

**DON'T FOCUS ON WHAT
OTHER DEALERS ARE DOING,**

**INSTEAD FOCUS ON WHAT
YOU CAN DO AS A DEALER.**

HUMILITY AS AN OWNER



Thank You

KEVIN LARRISON

OWNER, OKLAHOMA GENERATOR



IN-HOME CONSULTATION OVERVIEW

PHASE 1

PHASE 2

PHASE 3

**ANCHOR AT
THE TABLE**



**MAKE
A PLAN**



**PRESENT
THE SOLUTION**

**Each phase has a time target. A goal. A mindset.
This is not a walk-and-quote. This is a consultation.**

MyGenPlan

Scan to get started

Point your phone camera at the code on the right. It opens the dealer dashboard right in your browser — there is nothing to download and nothing to install.

mygenplan.tssgdigital.com

MyGenPlan
POWERED BY TSSG



Scan me

Works with the built-in camera app

1

Sign in with your work email

Username your work email address

Password demo1234

TSSG staff can skip the form and use Sign in with Google instead.



MyGenPlan

Sign in to your dealer dashboard

gary@tsspecialistgroup.com

••••••••

→] Sign in

TSSG staff



Sign in with Google

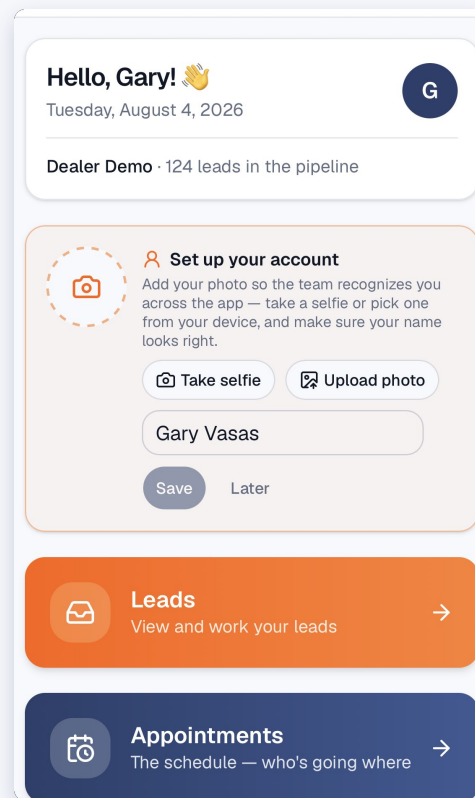
Need a login? Ask your TSSG contact.

2

You land on your dashboard

Your dealer name, how many leads are in the pipeline, and quick jumps into Leads and Appointments.

Add your photo and confirm your name so the rest of the team recognizes you across the app.

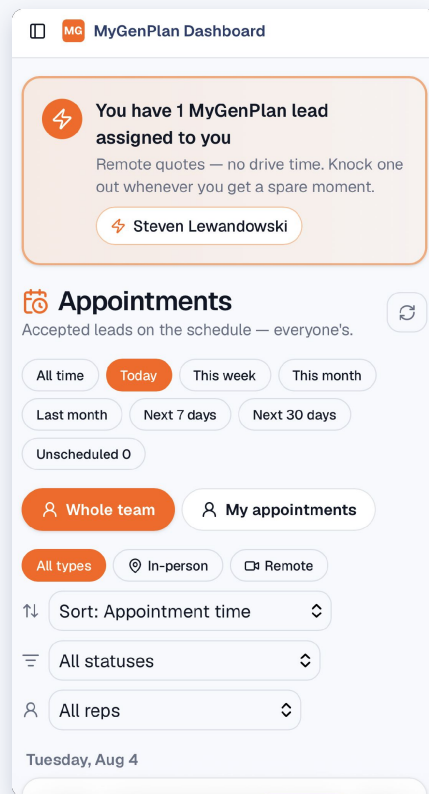


3

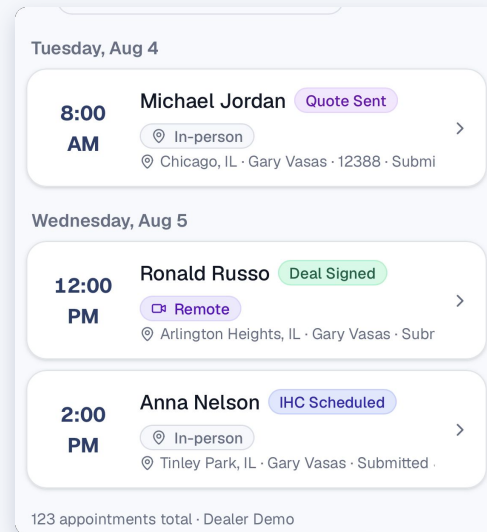
Open Appointments to see today's IHCs

Appointments shows every accepted lead on the schedule — filter by day, by rep, or by appointment type.

Scroll down and find the one labeled In-person.
That is your in-home consultation.



Whole team · today



Your in-person appointment

4

Open it and grab your site photos

Tap the appointment for the full detail view — time, address, and one-tap Call, Text, Email and Build quote.

Capture on-site photos right at the top. Pick the label from the dropdown — Front of House, Electrical Panel, and so on — then shoot. Photos land on the lead and are ready to reuse on the proposal.

Appointment

Aug 5, 2026 at 2:00 PM – 4:00 PM ·

gary@tssgcoaching.com ·  In-person visit

Accepted by ftl-seed

Reassign / reschedule

Capture on-site photo

Front of House



Take / choose photo

 Bulk upload

Pick a label, then snap the shot. Photos land on this lead and are ready to reuse when you build the proposal.

5

Walk the IHC questions with the customer

Four short tabs: Project context, Home & loads, Fuel, and Customer notes.

Ask them face to face and tap the answers as you go. Everything you capture here flows straight into the quote you are about to build.

 IHC Questions

1 of 4 · Project context

×

Project context

Home & loads

Fuel

Customer notes

What's the reason you're looking into getting a generator?

Recently had a power outage

Someone I know recently got a generator

I just saw an ad for Generac Generators

I saw news about potential power outages in the future

Medical necessity

Local weather activity threatening power outages

Where are you in the buying cycle?

I am wanting to purchase ASAP

I want to buy in the next few months

Back

Save & close

Next · Home & loads

IN-HOME CONSULTATION OVERVIEW

PHASE 1

PHASE 2

PHASE 3

**ANCHOR AT
THE TABLE**



**MAKE
A PLAN**



**PRESENT
THE SOLUTION**

**Each phase has a time target. A goal. A mindset.
This is not a walk-and-quote. This is a consultation.**

USE YOUR BOOKLETS

TSSG's

10 STEP **SALES** PROCESS

INSTALL PLANNING

TRAINING GUIDE

STEP

7

PHASE 2

RESIDENTIAL
HOME STANDBY **GENERATOR**

BY CHRIS STILWELL

[f](#) [@](#) [v](#) [in](#) [d](#) @wearetssg

PHASE 2 – MAKE A PLAN



CHECK ELECTRICAL PANEL



CHECK GAS



IDENTIFY GENERATOR LOCATION

Document everything in the TSSG Booklet
Speak calmly, take notes visibly, and narrate

TOOLS BUILD TRUST

- 1. Take photos out loud**
- 2. Measure with care**
- 3. Use the booklet in front of them**
- 4. Narrate your process as you go**

STEP 1 – ASSESS THE PANEL LIKE A PRO

“Let me check out your main electrical panel first.”

- **Open panel cover**
- **Take 2 photos (closed + open)**
- **Log amperage and layout**
- **Use Generac Sizing Tool**
- **Narrate calmly:**

“What I’m looking at here is service size, code clearance, and making sure we’ve got space for the interlock.”



**IF YOU'RE NOT USING A
SIZING TOOL ON EVERY SALE,
THAT MIGHT BE WHY
YOU ARE LOSING SALES..**

EASY PROBLEM TO FIX!!!

FIELD NOTES: WHAT YOU'RE REALLY LOOKING FOR

The panel tells you whether this is a clean install or a project. Open the door. Read the label. The rest of the walk builds on what you find here.

- Manufacturer / model (Square D, Siemens, Eaton, GE) and main breaker rating
- Open slot count and existing whole-home surge
- Bus bar and breaker condition; corrosion, heat marks, double-taps
- Split-bus panels (no single main) almost always need upgrading

RED-FLAG PANELS: STOP AND NOTE

Federal Pacific (FPE) Stab-Lok and **Zinsco/Sylvania** panels are known fire hazards. Document clearly, panel replacement becomes part of the scope.



TAKE YOU PICS NOW

If you are working a process you should not need to go back to the panel. Do everything in one shot!



**GET THIS DONE
IN ONE SHOT
DON'T CIRCLE BACK**

KEEP THE PROCESS FLOWING: OTHER ELECTRICAL

ELECTRICAL CHECKS INSIDE:

- **Identify sub panels or other indoor breaker panels**
- **Ask about any other internal appliances that you may need clarification**
- **Plan any Communication Cable**
- **Double Check that you don't see HEAT STRIPS**



MOVE OUTSIDE
WE'VE GOT
EVERYTHING WE
NEED IN HERE

KEEP THE PROCESS FLOWING: OTHER ELECTRICAL

ELECTRICAL CHECKS OUTSIDE:

- **Identify sub panels or outdoor breaker panels**
- **Confirm disconnect locations and breaker sizes**
- **Check the AC/Split sizes (BTUs or tons)**
 - **Key for accurate generator sizing**
- **Capture photos and add notes in your CRM or app**

3

Check the AC unit — determine tonnage

This is one of the biggest loads on the house.

- Go to the outdoor condenser and read the label
- Look for the tonnage code in the model number (e.g., 036 = 3 ton, 030 = 2.5 ton)
- If the label is faded, estimate and note it
- Identify heat pump vs standard AC
- **Take a picture every time**

→ Missing this step = wrong generator sizing

TONNAGE DECODE — READ THE MODEL NUMBER

Most residential condensers encode tonnage in the model number, they use digits representing output in thousands of BTU/hr. Divide by 12 to get tons. **This convention is common across major brands (Carrier, Trane, Lennox, Rheem, Goodman) but is not universal**, some inverter-driven, variable-speed, or mini-split units use different coding. When in doubt, cross-reference the model number online or call the manufacturer.

WHAT ELSE TO CAPTURE AT THE CONDENSER

- **RLA** (Rated Load Amps) steady-state running draw
- **LRA** (Locked-Rotor Amps) startup surge, often 4–7× RLA
- Heat pump? Electric strip heat size (kW) drives winter loads
- Variable-speed / inverter-driven? Much lower surge, easier to size
- Multiple zones or condensers? Note **each one**

SERIAL	3316E27733		
PROD	25HCC524A0030060		
MODEL	25HCC524A300		
METERING	TXV	46	PISTON
DEVICE	INDOOR		OUTDOOR
FACTORY CHARGED	R410A		
	7.60 LBS		3.45 KG
INDOOR TXV SUB COOLING		14	°F
POWER SUPPLY	208-230	VOLTS AC	
	1	PH	60 HZ
PERMISSIBLE VOLTAGE AT UNIT	253	MAX	197 MIN
SUITABLE FOR OUTDOOR USE			
COMPRESSOR	208/230	VOLTS AC	
	1	PH	60 HZ
	12.8	RLA	58.3 LRA
FAN MOTOR	208/230	VOLTS AC	

AL	2312E31354		
D	24ABB360A0032010		
EL	24ABB360A320		
METERING	TXV		NA
VICE	INDOOR		OUTDOOR
FACTORY CHARGED	R410A		
	8.19 LBS		3.71 KG
INDOOR TXV SUB COOLING		13	°F
POWER SUPPLY	208-230	VOLTS AC	
	1	PH	60 HZ
PERMISSIBLE VOLTAGE AT UNIT	253	MAX	197 MIN
SUITABLE FOR OUTDOOR USE			
COMPRESSOR	208/230	VOLTS AC	
	1	PH	60 HZ
	26.4	RLA	134.0 LRA
FAN MOTOR	208/230	VOLTS AC	
	1	PH	60 HZ
	1/4	HP	1.2 FLA
DESIGN/TEST PRESSURE			

4

Sizing philosophy & Load management

This is the spine of the sale. Everything else in the walk feeds this number.

- Use sizing tools **after** collecting all data, not before
- Do not guess based on homeowner opinion
- Capture **all loads**, not just “important ones”
- Use load shedding when the service or gen size requires it

→ **Undersizing creates problems. Callbacks follow guesses.**

LOADS YOU MUST CAPTURE

Load	Why It Matters
HVAC (AC, heat pump, furnace blower)	Biggest single starting surge
Electric strip / backup heat (kW)	Huge continuous draw in winter
Electric water heater	Large continuous load; often sheddable
Well pump	High LRA starting surge
Sump & ejector pumps	Non-negotiable — flood risk
Refrigerator & freezer(s)	Food loss if unprotected
EV charger (7.7 / 11.5 / 19.2 kW)	Changes the sizing math — always ask
Electric range & dryer	Large loads; often sheddable

THE SIZING PHILOSOPHY

Size to the **largest starting surge plus the running base load**. Never size to “what they think they need.” Use the manufacturer calculator with real data, not guesses. Under-size once and you own the callback forever.

USE THE TOOLS YOU HAVE

Using a manufacturer sizing tool is one of the simplest ways to make sure you are putting the right system in front of a homeowner without over-complicating the process. It walks through key factors like square footage, essential circuits, and lifestyle needs, then gives a clear recommendation that aligns with how their systems are designed to perform. For dealers, it removes the guesswork and builds confidence during the conversation, because you are not just estimating, you are showing a structured plan. For the customer, it creates clarity and trust, which makes the decision easier and keeps the process moving

LOAD MANAGEMENT OPTIONS

- **Ecobee AC Load Management (Ecobee)** shed up to 1 AC unit per thermostat
- **Smart Management Modules (SMM)** individual breaker-level control
- **Soft starters** on AC dramatically reduce LRA startup

THE SOFT-START CONVERSATION

A hard-start compressor creates the largest single surge on the home. A soft starter (Micro-Air EasyStart or equivalent) can cut starting amps by 60–70%, often the difference between a 22kW and an 18kW, or letting a 20kW run a 5-ton condenser. If this is something your company approves then build this into the options.

COMPLETE YOUR LOAD CALCULATION

SHOW THEM THE COMPLETED LOAD CALC

6

Build the quote — size it, or skip it

Tap Build quote. Run a load calculation to walk the home with the customer, or skip straight to a package on a swap-out or a deal that is already sized.

Let's run the load calc.

3 · SIZE THE HOME (optional)



Run a load calculation

Walk the home with the customer — appliances, A/C, EV — and get a recommended generator size. It prints on the proposal.

Skip — I know the size

Swap-outs and pre-sized deals: go straight to picking a package.



Customer info

7

Run the load calculation

Enter square footage, elevation and circuit counts, then pick the fuel.

Add what you are backing up — appliances and motors, cooling, heating, EV charging. Each item carries its own kW so the math happens as you tap.

3 - SIZE THE HOME (optional)

The home

Square footage

e.g. 2400

Elevation (ft)

0

Small-appliance circuits

−

2

+

Laundry circuits

−

1

+

Fuel

Natural gas

Propane

Code & brand

Customer info

What are we backing up?

+

Appliances & motors

+

Cooling

+

Heating

+

EV charging

Enter the square footage to size the home.

Never mind — skip sizing

Size the home

3 - SIZE THE HOME (optional)

Appliances & motors

Search...

Dryer

5.5 kW

Microwave

1.25 kW

Range - Oven w/ Top

8.5 kW

Cook Top

3 kW

Oven

5 kW

Furnace (Boiler)

0.4 kW

Furnace (Forced Air)

0.7 kW

Done

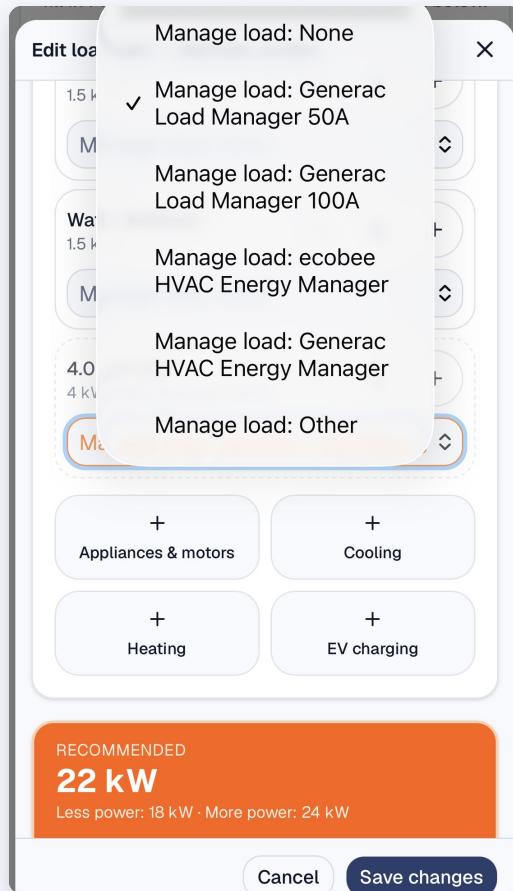
Pick the loads

8

Add load management, get a size

Drop a load manager or an HVAC energy manager onto the big loads where it makes sense.

MyGenPlan returns a recommended kW with a smaller and a larger option beside it — so you always have a step down and a step up in your pocket.



9

Pick from the best-fit packages

Packages are ranked against your recommendation — best match first, undersized ones flagged so nobody quotes short.

Filter by brand or by air-cooled versus liquid-cooled. Tap a package to start building the proposal.

5 · BASELINE PACKAGE

Ranked for the **22 kW** recommendation — best match first, undersized packages flagged.

BRAND

Briggs & Stratton 9

Generac 14

TYPE

Air Cooled 15

Liquid Cooled 8

⚡ 22kW Briggs Package

Best match

\$10,944

22 kW · PowerProtect+ · Air Cooled · Includes 20 ft gas + 20 ft electric · 6 components

⚡ 22kW Briggs Package

\$11,552

22 kW · PowerProtect+ · Air Cooled · Includes 20 ft gas + 20 ft electric · 6 components

⚡ 22kW NextGen Package

\$11,632

22 kW · NextGen · Air Cooled · Includes 20 ft gas + 20 ft electric · 7 components

Customer Info

5

Electrical meter & Transfer switch

The service side of the house. Where the utility ends and the generator takes over.

- Identify the service type: separate meter, meter-main, or exterior disconnect
- Note the service-entrance path (overhead vs underground lateral)
- Confirm the utility seal and where the line-side landing is
- Photograph the meter, rating plate, and the area where the ATS will mount

THE DISCONNECT RULE

No exterior disconnect → transfer switch goes **outside** (it becomes the new service disconnect). **Exterior disconnect present** → transfer switch can often go **inside**, which saves cable and cleans up the install.

SERVICE ENTRANCE — WHAT YOU'RE READING

Modern homes fall into three patterns. **Meter-only** (meter at the wall, panel inside- most common). **Meter-main** (meter + main breaker in one outside enclosure- common on 320A and newer 200A builds). **Exterior disconnect** (utility-required safety shutoff mounted beside the meter). Each pattern changes where the ATS lands.

TRANSFER SWITCH DECISIONS

Decision	What To Pick	Why
ATS type	Service-rated, whole-home	Sits at the service entrance; protects every circuit
Mount location	Outside by default; inside if disconnect exists	Disconnect rule above
Pole count	Match the service (2-pole residential)	Break both legs under fault
Load mgmt integration	PMM / SMM as sizing requires	Lets a smaller gen cover a bigger home

TRANSITION TO GAS DISCUSSION

You always want to close the Electrical step with forward motion: “Perfect, now that I understand your power needs. Let’s take a look at the gas system.”

Give them a clear picture of what's next without confusing anyone.

STEP 2 - GAS PLANNING

ASK: “Do you currently have natural gas or propane?”

Then:

- **Locate tank/meter**
- **Take clear photos**
- **Measure to general location**

Say: “I just want to make sure our install crew doesn’t hit any hiccups.

The more we plan here, the smoother it goes.”

6

Inspect the Gas meter & supply

Capacity + placement. Read the meter, do the math, then site the gen.

- Check gas meter size & rating (example: **AL-425**)
- Plan the **tee**, utility shutoff, and lockable shutoff within 6 ft of the gen
- **Rule:** place the generator close to the gas meter whenever possible



BE A SPECIALIST BUT NOT A NERD

- **This is where you separate yourself from the “clipboard and quote” crowd.**
- **Avoid jargon instead of “CFH or BTUs,” say:
“I’m just checking that your gas line can deliver enough fuel to run the generator”**



TAKE YOU PICS NOW

If you are working a process you should not need to go back to the panel. Do everything in one shot!

If panel and gas are on opposite sides:

- Close to gas → cheaper **gas** install
- Close to panel → cheaper **electrical** install

→ This is where you explain options to the homeowner

THE TRADE-OFF CONVERSATION

Gas and electrical are the two longest runs on most jobs. One is always closer than the other. The homeowner doesn't see this, they see a generator, not a project. Your job is to show them the trade and let them choose.

Frame it plainly: "There are two sides to this equation; how far the gas has to run, and how far the electrical has to run. Moving the unit closer to one of them saves money on that side. Let me show you both options."

TRANSITION OUT OF GAS NOW

You always want to close the gas step with forward motion:

“Perfect, now that I understand your gas setup. Let’s take a look at where the generator would sit so we can make sure it’s the right distance from windows, doors, and vents.”

That keeps the IHC structured and avoids “dead air”

**NOW THAT WE GOT
ALL OF THAT INFO...**

**LET'S FIND A GOOD
PLACE FOR THIS
GENERATOR**

STEP 3 - GENERATOR PLANNING

- **Confirm Clearance**
- **Verify Gas +
Electrical Access**
- **Check HOA/Town Rules**

Work With the Customer — But Lead With the Process

Start by Asking for Their Input

“Let’s take a quick look around together — where were you thinking about placing the generator?”

- **Let them point it out first. You want them involved because it builds ownership and trust.**

Then Lead the Conversation Professionally

“That could work, but the final placement really depends on where we can safely tie into the gas and electrical. The farther we go, the more material and labor we need, and that directly affects the price.”

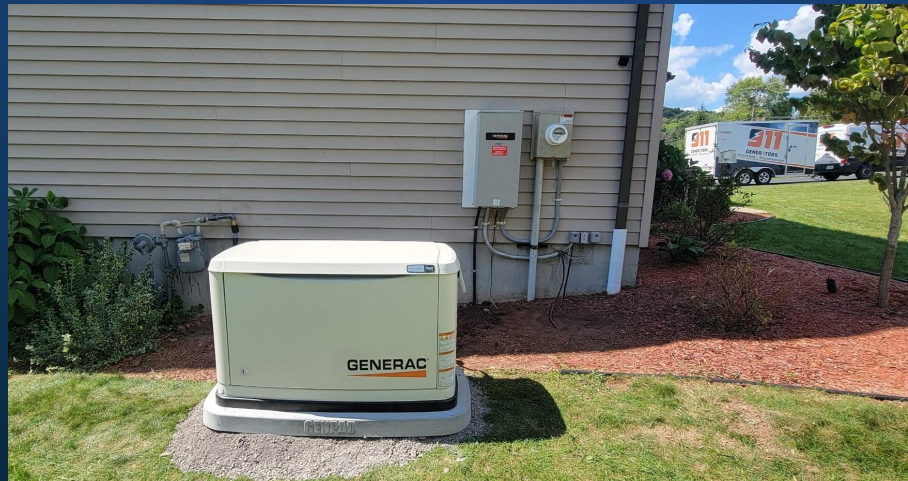
Mention Pricing Concerns

"We want to try and find a spot with the shortest gas and electrical run to keep the cost of the materials and labor as low as possible"

7

Solve generator location & layout

- **Connect everything: panel → AC → electric meter → gas**
 - Decide: **generator location, transfer switch location, cable run, gas run**
 - Consider: code clearances, noise / visibility, future obstacles
 - Use soffits when possible
 - Avoid trenching when possible



CLEARANCE REFERENCE — TYPICAL GENERAC SPEC (ALWAYS VERIFY MODEL + LOCAL CODE)

Clearances vary by **manufacturer, model, and local AHJ amendments**. The numbers below are typical for Generac air-cooled residential units and are a starting point, not a final spec. Always pull the manufacturer installation manual for the specific model and confirm with the local AHJ before committing to a location.

Clearance From	Typical Distance	Why
Doors, windows, and vents that open	60" (5 ft)	Exhaust cannot enter the home
Combustible walls (sides & rear)	18"–36" (model-specific)	Heat dissipation
Front of unit (service access)	36"–48"	Room to service / open door
Mechanical fresh-air intakes	60" (5 ft)	Exhaust separation
Property line (setback)	Varies by AHJ	Check zoning before committing
Above unit (eaves/overhang)	60"+ or rated cover	Heat and exhaust venting

Measure Like a Professional Tools Earn Trust — Guessing Loses It



WHY IT MATTERS:

- Walking off a project tells the customer you're estimating.
- Measuring with real tools tells them you're engineering a solution.
- The goal is to look like a professional who's designing something permanent — because you are.

SMART-PLACEMENT CHECKLIST

- Pad is **above grade** (no pooling water, snow, or mulch contact)
- Exhaust aimed **away from** patios, outdoor living, bedrooms
- Keep **20+ feet** from primary sleeping areas when possible
- Minimum **24"** between generator and existing AC condenser for service
- Ask: *pool, shed, fence, deck, addition* "any plans in the next 5 years?"
- Gate and walkway access for install crew and fuel delivery (LP)

PAD & MOUNTING OPTIONS

Concrete pad (traditional, durable), composite pad (faster install, lighter, won't crack), or raised stand for flood/snow regions. Match the choice to climate, grade, and future serviceability.

Precast = Pads



PrecastPads.com

WALK THE JOB:

- **Review panel, gas line, and generator location**
- **all out distances, trench routes, and any notes**
- **Keep the customer beside you — they're part of the process**
- **End With Confirmation:**

“So that’s the panel, that’s the gas, and this is the placement we talked about. Does that all look right to you?”

WHY IT WORKS:

- **Shows total transparency and confidence**
- **Eliminates miscommunication later**
- **Reinforces to the customer that they're dealing with a professional organization**

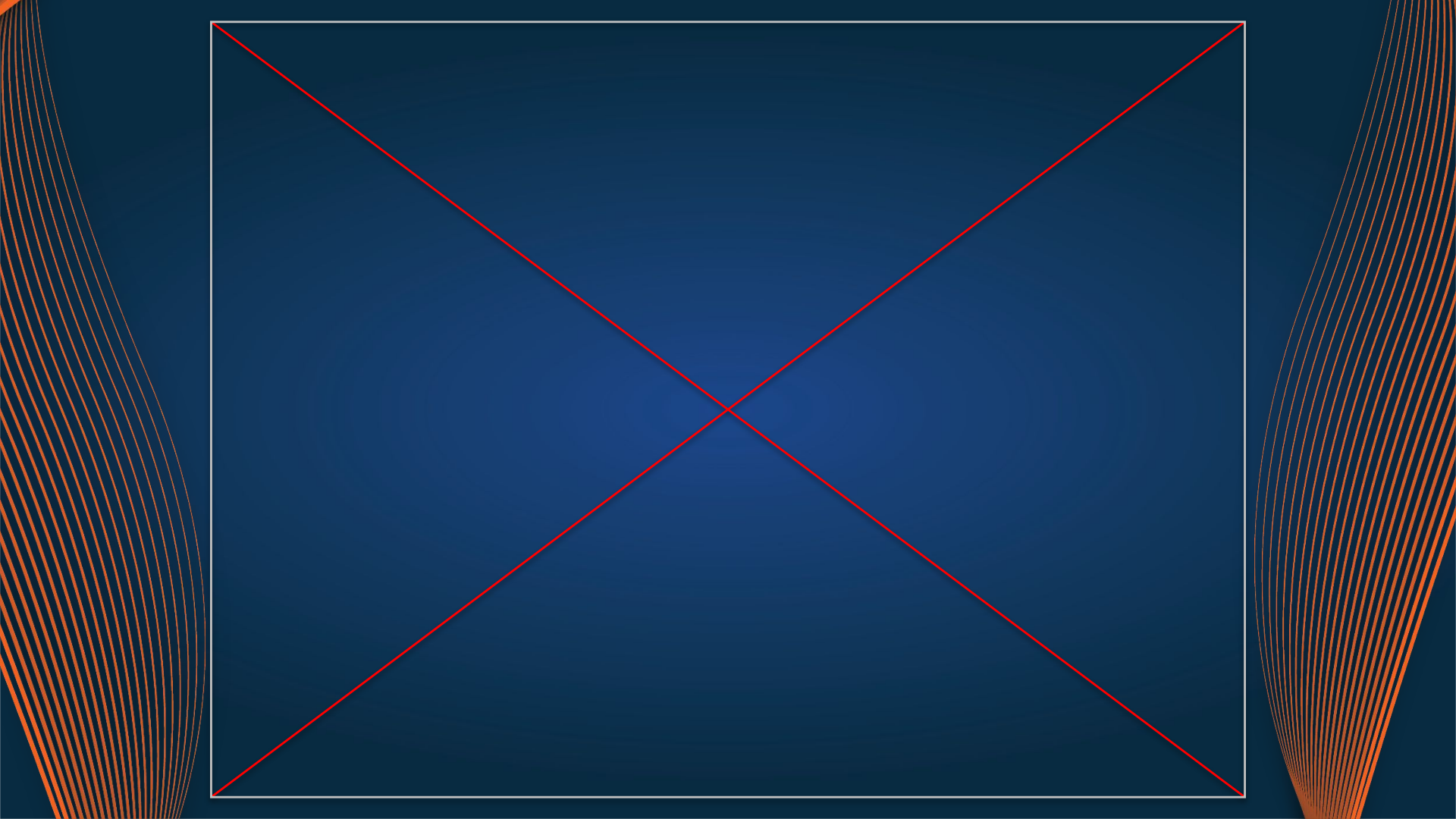


CLOSE PHASE 2

LIKE A PRO

LET'S MAKE A VIDEO!





Record a Quick Video Recap With the Customer

WHY DO IT:

- **Finishing with a short video review makes you look organized and professional.**
- **It documents everything clearly for your install team and your customer.**
- **It shows you own the process — not just the sale.**

COMPLETE YOUR
QUOTE HERE



Customize the build

Every line is editable. Swap the generator, battery, pad or accessory from the dropdowns, change quantities, or delete what the job does not need.

Then open Add accessory / load shed for load shed kits, cold weather kits, fleet monitoring and surge protection. The project total updates as you go.

✓ Saved Proposal

Components

+ Add

GENERATOR	B...	-	1	+	\$6,406	TAXED	
BATTERY	Group 26...	-	1	+	\$141	TAXED	
BASE / PAD	Briggs & ...	-	1	+	\$297	TAXED	
ACCESSORY	7...	-	1	+	\$174	TAXED	
LABOR	Installation La...	-	1	+	\$3,500	NO TAX	
MISC	Misc Electrical	-	1	+	\$350		

Customer info

Edit any line item

Accessories & load shed

info

Load Shed 1 option	Cold Weather Kit 5 options
Fleet Monitoring 1 option	Surge Protection 1 option
Portable Power 0 options	Misc 0 options

Add accessories & load shed

11

Add site work, then send it

Set the gas and electric run lengths — overage bills automatically. Add a trenched run, an up-and-over attic run or a directional bore.

Tap Proposal at the top to preview the PDF. Then Send quote texts the customer a link they can read, download and sign with a finger.

Gas & electric runs

Package includes 20 ft gas / 20 ft electric. Overage bills at \$15/ft gas, \$12/ft electric.

Gas run (ft)

20

Electric run (ft)

20

Site work & conditions

☐ Trenched Run
\$18/ft

☐ Up-and-Over Attic Run
\$650 flat

☐ Directional Bore
\$35/ft

Customer info

Send to the customer

A link they can open on their phone: read the proposal, download the PDF, and sign with a finger.

<https://mygenplan.tssgdigital.c>

Copy

203-843-5990

Text it

Preview as customer

Revoke link

Text the signing link

Runs & site conditions

CLOSE PHASE 2



“Alright, now that you’ve seen exactly how this would be installed, let’s head back to the table and I’ll show you what the options look like.”

QUESTIONS ABOUT PHASE 2?

PHASE 3 - PRESENTING SOLUTIONS

WITH TSSG

WE **HELP CUSTOMERS**

BY OFFERING A

****PAYMENT FIRST****

SALES PROCESS



WHY
PAYMENTS?
BE FAIR



THE **BIG** REASON? IT'S HOW **EVERYONE** LIVES TODAY!

PAYMENTS ARE A PART OF EVERYDAY LIFE.

**EVERYTHING FROM YOUR CAR, HOUSE, INSURANCE, CREDIT
CARD, APPLIANCES, SOFA, BED, YOUR TAYLOR SWIFT TICKETS
(ALL AS EXAMPLES OF WHAT'S ON YOUR PAYMENT)**

SO WHY NOT EMBRACE THIS??

NO ONE WANTS A \$15K GENERATOR.

BUT I'M FINE WITH ONE THAT COST \$176 A MONTH WITH MAINTENANCE INCLUDED!

“YES. SIGN ME UP”

EMBRACE PAYMENTS AND WIN.

80%

**OF DEALS SHOULD BE
CONSUMER FINANCING
OF SOME KIND.**

BLEND IT INTO YOUR MARGINS

5-10% INCREASE

THEN IF THEY DON'T WANT IT...

OFFER A CASH DISCOUNT

PHASE 3 - REVIEW & PROPOSAL

WHERE WE ARE IN THE PROCESS:

- You've completed the full walk-through.
- You've documented electrical, gas, and placement details.
- You've shown professionalism, education, and trust.

Now it's time to pull it all together — at the kitchen table.

10-15 MINS
AVERAGE

THE SALES CONVERSATION PARADOX

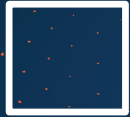


KEY TAKEAWAY: LISTEN MORE THAN YOU SPEAK TO CLOSE MORE DEALS.

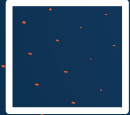
PHASE 3 - PRESENT THE SOLUTION



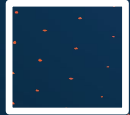
Rehash their concerns



Show the installation plan



Present payment options



Ask: “Where do you see us going from here?”



Stay silent - Let them speak

YOU CAN'T LEAD WITH CONFIDENCE IF YOU'RE NOT READY

BEFORE YOU SIT DOWN, HAVE EVERYTHING READY:

- 1. Your Notes & Interview Sheet – everything you learned in Step 1.
Their concerns, priorities, and key takeaways from your discovery conversation.**
- 2. Your Sales Booklet – use it as your professional guide, not a crutch
It keeps you on script and ensures every customer gets the same consistent process.**
- 3. Your Completed Quote – all line items entered and verified.
No math, no fumbling, no “let me figure that out.”**
- 4. Your Financing Numbers – monthly payment options ready to present.
Never “guess” a payment — confidence comes from accuracy.**

**YOU'RE LOSING
SALES TODAY
BECAUSE YOU'RE
NOT PREPARED**

GO BACK TO THE NOTEBOOK



**SHOW THAT YOU *LISTENED*
AND THAT YOU *REMEMBERED***

The notebook is the bridge between the conversation you had and the solution you're showing.

It proves your recommendations are based on their words, not a script.

It shows professionalism, accuracy, and genuine care.

USE YOUR SALES BOOKLET!

START WITH THE COMPANY - SHORT AND SWEET

“We’re [Company Name]. We’ve helped hundreds of homeowners protect their homes with Generac standby systems. We handle everything in-house from planning and permitting to installation and ongoing maintenance.”

THEN OUTLINE THE PROCESS:

“Today, we’ve planned your project. Next, we’ll review the pricing options, then talk about installation and, down the road, maintenance. Our process is designed to make this simple and predictable.”

YOUR LOGO HERE



GENERAC

Your Guide to:

WHOLE-HOME STANDBY POWER & OUTAGE SAFETY

Installation Project Guide Prepared for: _____

YOUR ADDRESS HERE
CITY, STATE, ZIP
PHONE NUMBER

TSSG
TSSACDACHINA.COM

YOUR LOGO HERE

ABOUT US

RACK ELECTRIC

With years of experience in the generator industry, we've established a dream team of talented individuals who eat, sleep, and breathe generators. They are the heart and soul of our success story.

Our attention to detail is one of our greatest strengths. We believe that going that extra mile (and sweating the small stuff) is what separates us from the rest.

At Rack Electric, you're not just a number on a sales receipt. We see you as a cherished member of our generator-loving family. Our mission is to forge lifelong relationships with our incredible customers (that could be you!)



The Reliable Generator Professionals You Need

At Rack Electric, our experienced team excels in delivering superior generator solutions. We offer comprehensive services including installation, maintenance, and repairs, all designed to ensure your Generac generator operates flawlessly. Rely on us for prompt and effective service, guaranteeing your power needs are met efficiently.

Rack Electric stands as your reliable source for steady and trustworthy generator maintenance. Your power requirements are our top concern, providing quick service, preventative maintenance, and around-the-clock emergency support to ensure your system is running smoothly whenever it's most crucial.



Learn more about how to never lose power again with Whole-Home Standby Power solutions from Rack Electric



EXPLORING YOUR SOLUTIONS

GENERAC®

STEP 1: GENERATOR PLANNING

← *You Are Here!*

It all starts with a visit from a Generac Certified Specialist. This is your opportunity to tell us about your home, your power concerns, and what matters most to you when the lights go out. We'll walk your property together, evaluate your electrical setup, and discuss placement options. From there, we'll determine the ideal generator size and configuration to protect your home. No over-selling, no under-powering, just the right solution for your needs.

STEP 2: HOW IT WORKS

Next, we'll walk you through how standby generators work and what makes Generac the industry leader. We'll explain the differences between generator models, fuel types, and features in plain English, so you actually understand what you're getting. You'll learn what powers your entire home versus essential circuits, what maintenance looks like, and how automatic backup power fits into your daily life. Our goal is simple: make sure you feel confident and informed before moving forward.

STEP 3: PAYMENT OPTIONS

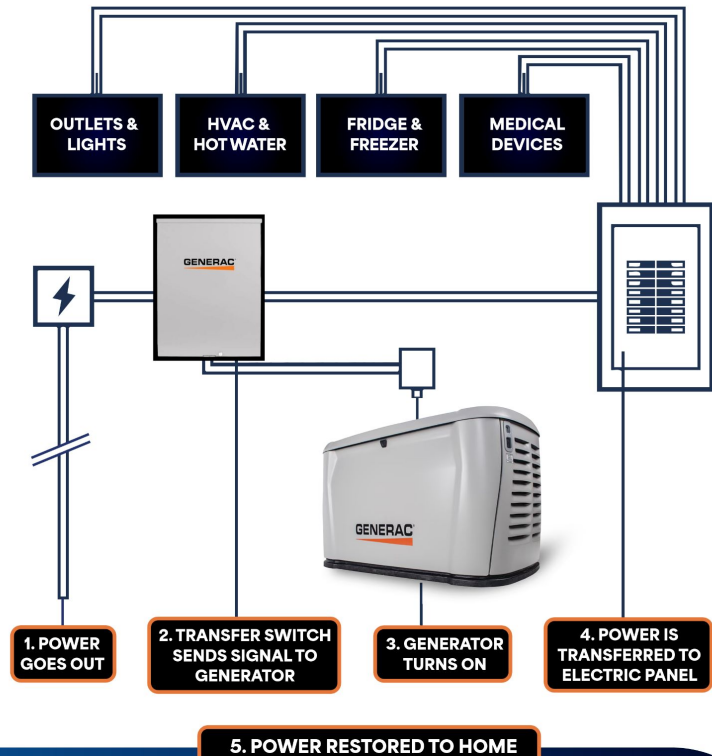
Once we've identified the right solution, we'll talk about making your generator a reality. We'll walk you through the payment options available through Synchrony, including financing plans designed to fit a wide range of budgets. We'll explain the terms, timelines, and monthly expectations so there are no surprises. No guesswork. No confusion. Just clear options that help you choose the plan that makes the most sense for your situation.

STEP 4: ANSWER QUESTIONS

Before we wrap up, we'll take the time to answer any questions you have, big or small. Installation timelines, permits, warranties, maintenance, next steps... nothing is off the table. We want you to feel completely comfortable, informed, and confident in your decision before moving forward.

HOW A GENERAC GENERATOR WORKS

YOUR LOGO HERE



CHOOSING THE RIGHT SOLUTION FOR YOU

GENERAC®

PORTABLE	AIR-COOLED	LIQUID-COOLED
		
DESIGNED FOR		
• Short outages and temporary backup power • Small homes or a few selected circuits • Job sites, RV/camping, tailgates, and events	• Automatic backup for most homes • Multiple A/C units with load management • Long outages - runs on natural gas or LP supply	• Large homes/estates with high electrical demand • Multiple A/C units, large pumps, workshops • Highest capacity and motor-starting capability

GENERATOR MAINTENANCE

- **Preventative Maintenance Plans** featuring a Multi-Point inspection of your generator and transfer switch
- **Flexible Scheduling** with multiple plan options available
- **Fast, Reliable Service** from factory-trained technicians available 24/7 and even in the worst emergencies

GENERATOR MONITORING

- **Alerts & Updates:** Receive up to the minute status alerts
- **Maintenance Schedule:** Keep track of your generators health
- **Dealer Monitoring:** We will receive real-time alerts for issues



PAYMENT OPTIONS

YOUR LOGO HERE

PUT TIME ON
YOUR SIDE

synchrony

START YOUR
APPLICATION:



Total One-Time Investment:

\$

HSB Generator Size/Info:

YOUR PAYMENT OPTIONS:

All monthly payments shown are an estimate only. Actual monthly fixed or equal payments will be rounded to the next highest whole dollar.

Plan 943 ● 9.99% APR for 132 Months Until Paid in Full*

On qualifying purchases made with your Synchrony Bank Credit Card. \$29 account activation fee may apply. Fixed monthly payments required for 132 months. *Interest will be charged on the promo purchase from the purchase date at a reduced 9.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 1.25% of initial total promo purchase amount, rounded up to the next whole dollar.

Plan 980 ● 5.99% APR for 37 Months Until Paid in Full*

On qualifying purchases made with your Synchrony Bank Credit Card. \$29 account activation fee may apply. Fixed monthly payments required for 37 months. *Interest will be charged on the promo purchase from the purchase date at a reduced 5.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 3.00% of initial total promo purchase amount, rounded up to the next whole dollar.

Plan 924 ● No Interest if Paid in Full within 18 Months*

On qualifying purchases made with your Synchrony Bank Credit Card. Interest will be charged to your account from the purchase date if the promotional balance is not paid in full within 18 Months. \$29 account activation fee may apply. Fixed Monthly Payments required equal to 2.5% of the highest balance applicable to this promo purchase until paid in full.

Down Payment Amount:

\$

\$0 Down:

\$

/mo for 132mo

With Down Payment:

\$

/mo for 132mo

\$0 Down:

\$

/mo for 37mo

With Down Payment:

\$

/mo for 37mo

\$0 Down:

\$

/mo for 18mo

With Down Payment:

\$

/mo for 18mo

\$14,759
22kw 200amp
\$7500 down
\$185/\$91
\$438/\$215
\$820/\$403

Closing Question 1

“Do any of these prices seem reasonable to you?”

This is your first close.
You are not asking if they want it.
You are asking if it fits.
If they say yes, you move forward.

PRESENT THE PLAN



TSSG

tssgcoaching.com

SO WHERE DO WE GO FROM HERE?

GENERAC

STEP 1: AUTHORIZE THIS AGREEMENT

This step is straightforward and hassle-free. To get started, all you need to do is say "yes" to this agreement! You have a few options to authorize:

- **Sign Now:** Your specialist can help you complete the agreement during your consultation.
- **Email Link:** Simply click the link in the email we've sent to move forward.
- **Call Us:** Prefer a personal touch? Feel free to give us a call and we'll assist you through the process.

We're here to make this as easy as possible for you!

STEP 2: PICK YOUR SYNCHRONY PLAN

We understand flexibility is key, so we offer affordable, easy payment plans* designed to fit your needs. Here's how it works:

1. Your specialist will walk you through each plan option, ensuring you have a clear understanding of your choices.
2. Once you've selected a plan, a member of our office team will guide you through the simple application process.

Our goal is to make sure financing your project is as seamless and stress-free as possible.

STEP 3: SCHEDULE YOUR INSTALL DATE

We're almost there! After you authorize the agreement and choose your payment plan, we get to work on our end. This includes:

- Planning the details of your project.
- Applying for any necessary permits.
- Preparing everything to ensure a smooth installation.

Once everything is ready, a member of our team will reach out to schedule your installation date. Rest assured, we'll keep you updated throughout the process, so you always know what's happening next.

We're excited to help bring your project to life, and our team is here every step of the way!



EMBRACING PAYMENT OPTIONS



YOUR LOGO HERE

Your Guide to:

WHOLE-HOME STANDBY POWER & OUTAGE SAFETY



Installation Project Guide Prepared for: _____

23 Boston Ct. Unit A
Longmont, CO 80501
(720) 804-9102

TSSG
TSSACCOACHING.COM

YOUR LOGO HERE

WHY WORK WITH: YOUR DEALERSHIP

YOUR LOGO HERE

Our mission is simple: provide dependable backup power solutions backed by exceptional customer service and expert workmanship. Whether you're protecting your family from unexpected outages or ensuring your business stays operational during severe weather, our team is committed to delivering the right solution for your specific needs.

[YOUR COMPANY] specializes in complete standby generator solutions, from helping customers select the right system to professional installation, ongoing maintenance, and long-term support. We understand that a generator is more than just equipment. It is peace of mind for your family, employees, and customers.



The Reliable Generator Professionals You Need

When you choose [YOUR COMPANY], you're partnering with a company that values integrity, quality, and reliability. From your first consultation through years of ongoing service, our goal is to be the trusted backup power partner you can count on.

Whether you need a new standby generator, routine maintenance, emergency repairs, or expert guidance on protecting your property, [YOUR COMPANY] is here to help keep your power on and your life moving forward.

[YOUR COMPANY]
Reliable Power. Trusted Service. Local Expertise.

Learn more about how to never lose power again with Whole-Home Standby Power solutions from **YOUR NAME HERE:**



EXPLORING YOUR SOLUTIONS



STEP 1: GENERATOR PLANNING

← *You Are Here!*

It all starts with a visit from a Briggs & Stratton Certified Specialist. This is your opportunity to tell us about your home, your power concerns, and what matters most to you when the lights go out. We'll walk your property together, evaluate your electrical setup, and discuss placement options. From there, we'll determine the ideal generator size and configuration to protect your home. No over-selling, no under-powering, just the right solution for your needs.

STEP 2: HOW IT WORKS

Next, we'll walk you through how standby generators work and what makes Briggs & Stratton the industry leader. We'll explain the differences between generator models, fuel types, and features in plain English, so you actually understand what you're getting. You'll learn what powers your entire home versus essential circuits, what maintenance looks like, and how automatic backup power fits into your daily life. Our goal is simple: make sure you feel confident and informed before moving forward.

STEP 3: PAYMENT OPTIONS

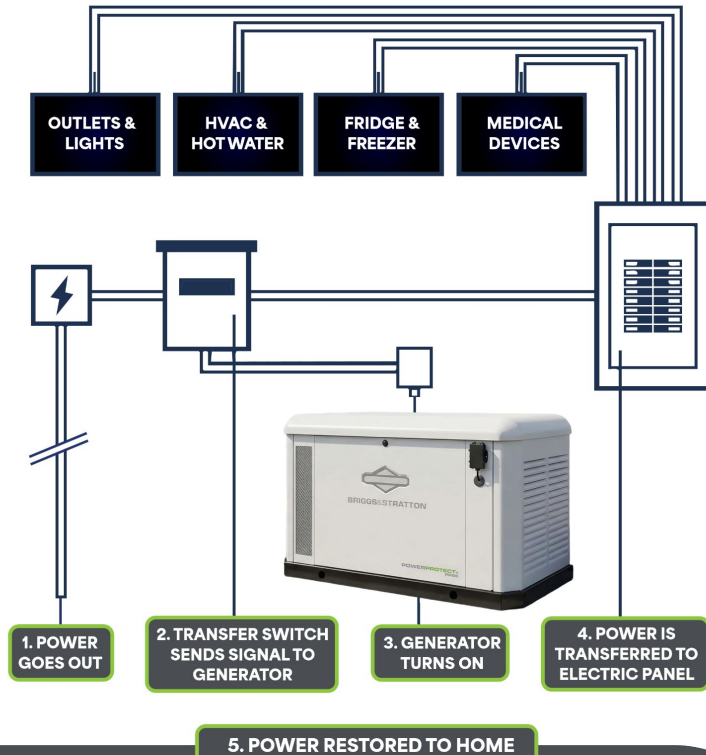
Once we've identified the right solution, we'll talk about making your generator a reality. We'll walk you through the payment options available through Synchrony, including financing plans designed to fit a wide range of budgets. We'll explain the terms, timelines, and monthly expectations so there are no surprises. No guesswork. No confusion. Just clear options that help you choose the plan that makes the most sense for your situation.

STEP 4: ANSWER QUESTIONS

Before we wrap up, we'll take the time to answer any questions you have, big or small. Installation timelines, permits, warranties, maintenance, next steps... nothing is off the table. We want you to feel completely comfortable, informed, and confident in your decision before moving forward.

HOW BRIGGS & STRATTON GENERATORS WORK

YOUR LOGO HERE



CHOOSING THE RIGHT SOLUTION FOR YOU



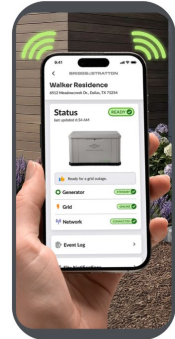
PORTABLE	AIR-COOLED	LIQUID-COOLED
DESIGNED FOR		
• Short outages and temporary backup power • Small homes or a few selected circuits • Job sites, RV/camping, tailgates, and events	• Automatic backup for most homes • Multiple A/C units with load management • Long outages - runs on natural gas or LP supply	• Large homes/estates with high electrical demand • Multiple A/C units, large pumps, workshops • Highest capacity and motor-starting capability

GENERATOR MAINTENANCE

- **Preventative Maintenance Plans** featuring a Multi-Point inspection of your generator and transfer switch
- **Flexible Scheduling** with multiple plan options available
- **Fast, Reliable Service** from factory-trained technicians available 24/7 and even in the worst emergencies

GENERATOR MONITORING

- **Alerts & Updates:** Receive up to the minute status alerts
- **Maintenance Schedule:** Keep track of your generators health
- **Dealer Monitoring:** We will receive real-time alerts for issues



PAYMENT OPTIONS

YOUR LOGO HERE

PUT TIME ON YOUR SIDE

START YOUR
APPLICATION:



synchrony



Total One-Time Investment:

\$

HSB Generator Size/Info:

YOUR PAYMENT OPTIONS:

All monthly payments shown are an estimate only. Actual monthly fixed or equal payments will be rounded to the next highest whole dollar.

Plan 943 ● 9.99% APR for 132 Months Until Paid in Full*

On qualifying purchases made with your Synchrony Bank Credit Card. \$29 account activation fee may apply. Fixed monthly payments required for 132 months. *Interest will be charged on the promo purchase from the purchase date at a reduced 9.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 1.25% of initial total promo purchase amount, rounded up to the next whole dollar.

Plan 980 ● 5.99% APR for 37 Months Until Paid in Full*

On qualifying purchases made with your Synchrony Bank Credit Card. \$29 account activation fee may apply. Fixed monthly payments required for 37 months. *Interest will be charged on the promo purchase from the purchase date at a reduced 5.99% APR, and fixed monthly payments are required until paid in full. These payments are equal to 3.00% of initial total promo purchase amount, rounded up to the next whole dollar.

Plan 924 ● No Interest if Paid in Full within 18 Months*

On qualifying purchases made with your Synchrony Bank Credit Card. Interest will be charged to your account from the purchase date if the promotional balance is not paid in full within 18 Months. \$29 account activation fee may apply. Fixed Monthly Payments required equal to 2.5% of the highest balance applicable to this promo purchase until paid in full.

Down Payment Amount:

\$

\$0 Down:

\$

/mo for 132mo

With Down Payment:

\$

/mo for 132mo

\$0 Down:

\$

/mo for 37mo

With Down Payment:

\$

/mo for 37mo

\$0 Down:

\$

/mo for 18mo

With Down Payment:

\$

/mo for 18mo

\$14,759
22kw 200amp
\$7500 down
\$185/\$91
\$438/\$215
\$820/\$403

Closing Question 1

“Do any of these prices seem reasonable to you?”

This is your first close.
You are not asking if they want it.
You are asking if it fits.
If they say yes, you move forward.

PRESENT THE PLAN



TSSG

tssgcoaching.com

SO WHERE DO WE GO FROM HERE?



STEP 1: AUTHORIZE THIS AGREEMENT

This step is straightforward and hassle-free. To get started, all you need to do is say "yes" to this agreement! You have a few options to authorize:

- **Sign Now:** Your specialist can help you complete the agreement during your consultation.
- **Email Link:** Simply click the link in the email we've sent to move forward.
- **Call Us:** Prefer a personal touch? Feel free to give us a call and we'll assist you through the process.

We're here to make this as easy as possible for you!

STEP 2: PICK YOUR SYNCHRONY PLAN

We understand flexibility is key, so we offer affordable, easy payment plans* designed to fit your needs. Here's how it works:

1. Your specialist will walk you through each plan option, ensuring you have a clear understanding of your choices.
2. Once you've selected a plan, a member of our office team will guide you through the simple application process.

Our goal is to make sure financing your project is as seamless and stress-free as possible.

STEP 3: SCHEDULE YOUR INSTALL DATE

We're almost there! After you authorize the agreement and choose your payment plan, we get to work on our end. This includes:

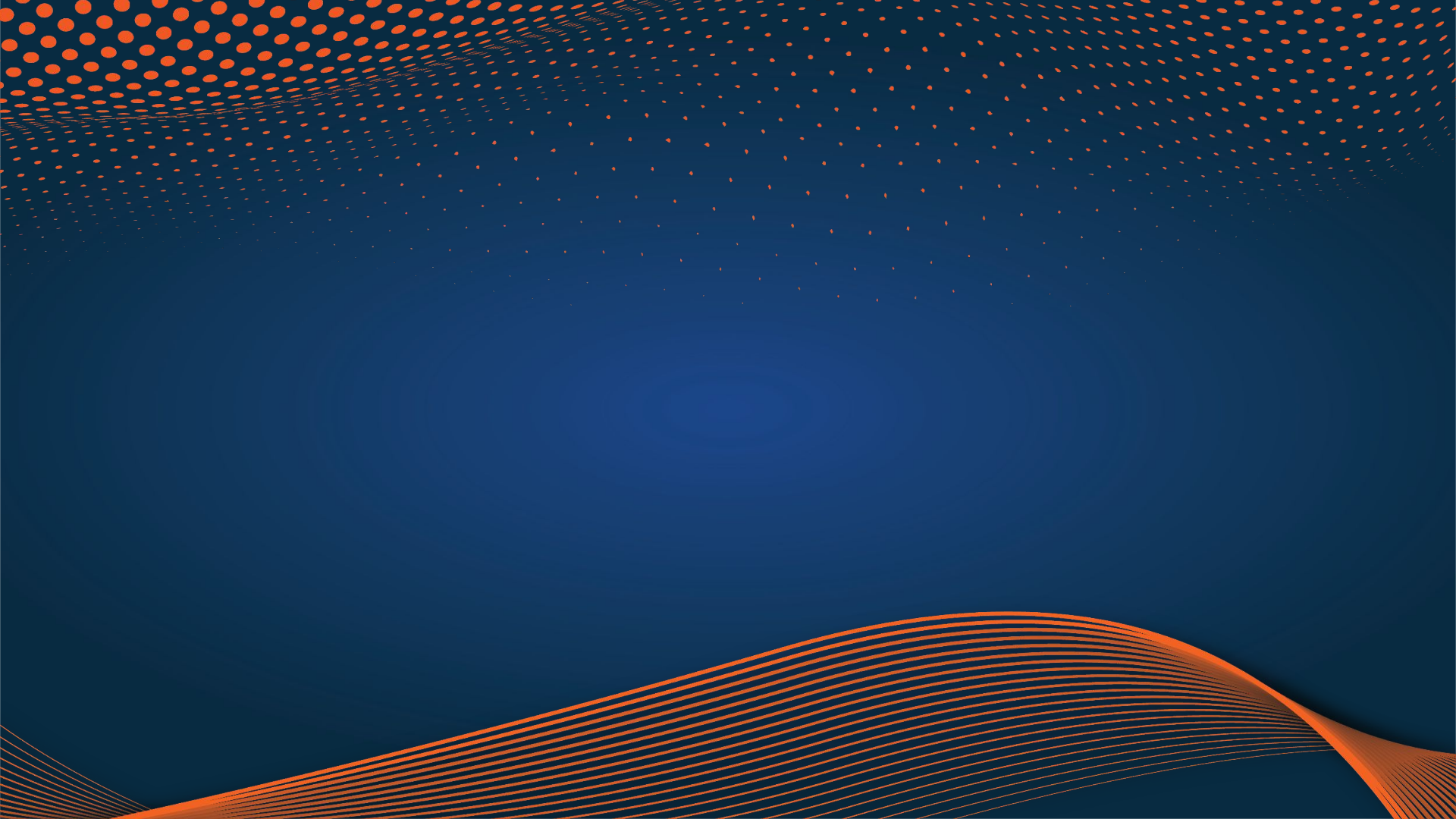
- Planning the details of your project.
- Applying for any necessary permits.
- Preparing everything to ensure a smooth installation.

Once everything is ready, a member of our team will reach out to schedule your installation date. Rest assured, we'll keep you updated throughout the process, so you always know what's happening next.

We're excited to help bring your project to life, and our team is here every step of the way!



THE MAGIC QUESTION...



THERE IS NOT MAGIC QUESTION!

There is nothing you can say at the end of the sales process to magically get someone to say yes.

That is the point of today, in everything we covered there is no special sauce, there is no magic wand.

There is simply hard work, learning and owning a process. If you have done your steps correctly and you have grown your customers problem... YOU DON'T NEED MAGIC WORDS!

Closing Question 2

“Do you see any reason why you wouldn’t move forward with this project?”

This is your clarity close.
This forces the real objection to surface.
Not the fake one.
Not the stall.

PRESENT THE PLAN



TSSG

tssgcoaching.com



**WE NEED TO LEARN TO ASK
FOR THESE OBJECTIONS...**

Closing Question 3

“Where do you see us going from here?”

This is your direction close.

PRESENT THE PLAN



TSSG

tssgcoaching.com

QUESTIONS?

The background is a dark blue gradient. The bottom half is filled with a pattern of small orange dots that form a perspective grid, receding towards the right. On the far right, there are several thin, curved orange lines that sweep upwards and outwards.

Introducing netgain



SERVICE-AREA EXPERTS

For nearly 20 years, Netgain has helped service-area companies attract high quality leads and grow their businesses.

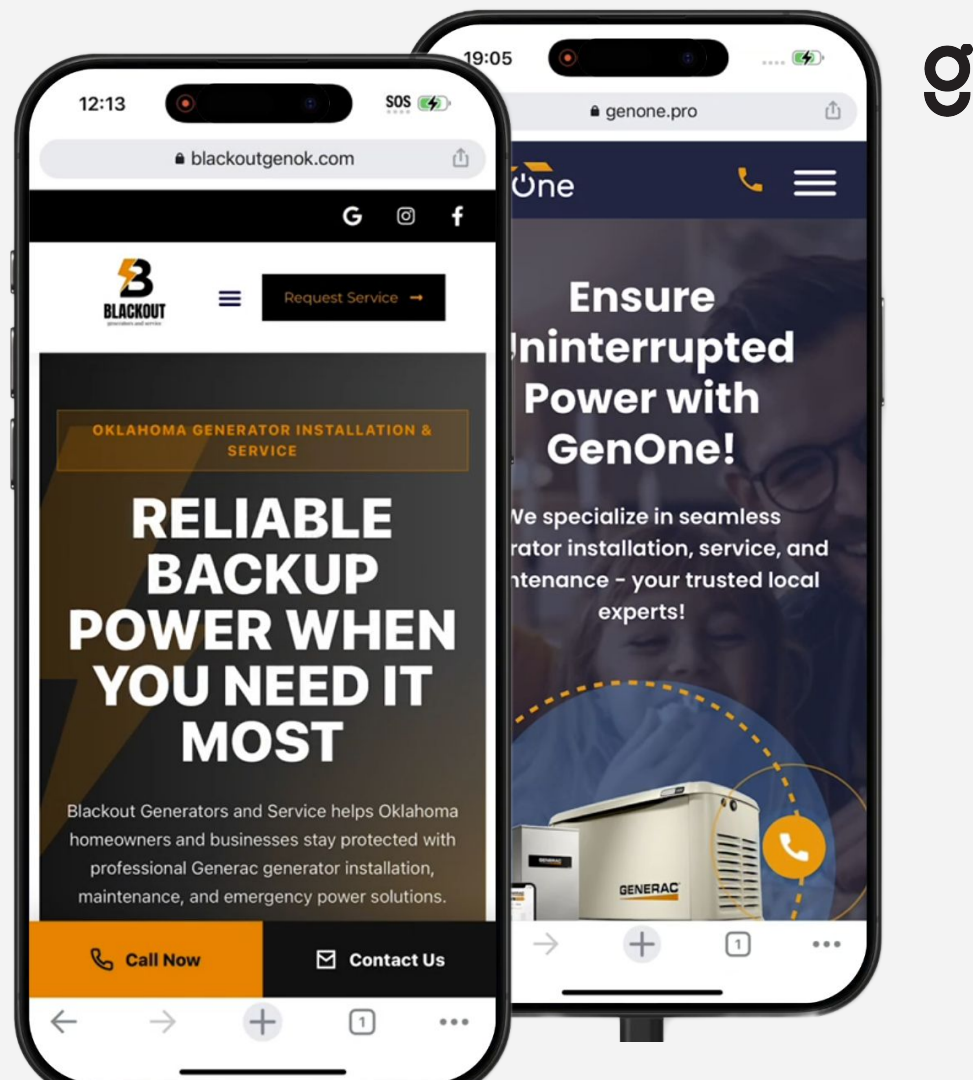




Marketing *Fundamentals*

Marketing *Fundamentals*

Mobile-Friendly Websites



Marketing *Fundamentals*



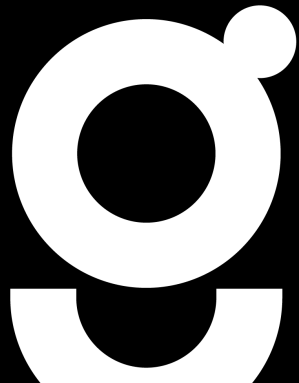
Social Media Management

Content Creation

AI Optimization

SEO (Search Engine Optimization)

Digital Advertising



Introducing
palTM
predictive ad logic

What if your ads turned on
automatically the moment
the power goes out?



What if your ads *knew* the
weather forecast?



PALTM integrates with **real-time power-outage**
and weather data to react instantly - far
faster than traditional ad management.

No human can
match the *speed* of AI.



palTM



Here's how it *works*.



Designate your service area.

Connect PAL to live power-outage data.

Program PAL to watch for extreme weather.

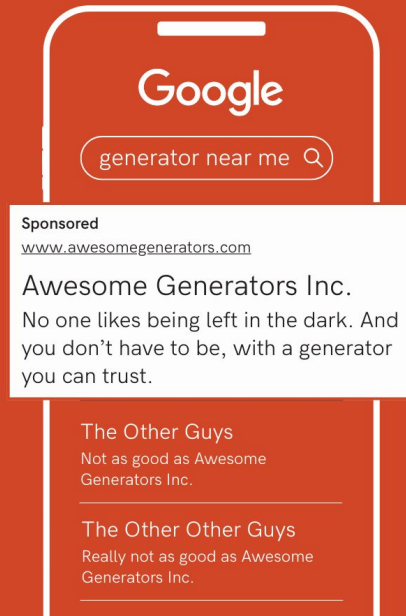
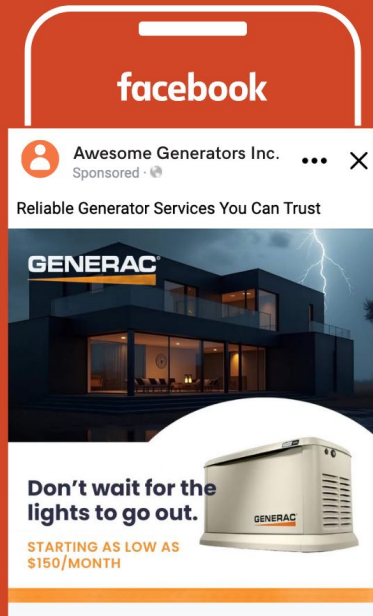
Step 4: You get leads before your competitors.





So, what does this mean for *you*?

Customers find you *first*.



netgain



LUNCH BREAK
PLEASE LEAVE US A
5 STAR REVIEW!



JESSE RACK

CEO, RACK



Thank You

JESSE RACK

CEO, RACK





OBJECTIONS: WHO GETS EM?

HOW TO TAKE AN OBJECTION:

Your reaction defines the outcome. Most salespeople lose the sale not because of the objection — but because of how they handle it.

HERE'S WHAT NOT TO DO:

WHAT NOT TO DO:

Don't Get Defensive: When they say “It's too expensive,” don't rush to justify the price. That tells them you're nervous — not confident.

Don't Talk Over Them: The second you interrupt, you lose credibility. Listen fully. Let them finish. Take a breath before responding.

Don't Argue or Correct Them: Even if they're wrong, correcting a customer kills trust. They don't need to be “right” — they need to be heard.

Don't Drop the Energy: Don't slump, sigh, or sound disappointed. Stay steady. Professionalism means emotional control.

Don't Panic and Discount: Dropping the price instantly tells them you didn't believe in your value. They'll trust your process as much as you do — no more, no less.

THE RULE:

**STAY CALM. STAY COMPOSED. STAY
CURIOUS.**

BE A SPECIALIST



MIRRORING LABELING CALIBRATED QUESTIONS

THE FOUNDATION OF HANDLING OBJECTIONS

WHY THIS MATTERS:

You don't win objections with logic you win them with connection. When people feel understood, they let their guard down. These three tools help you stay in control while keeping the customer comfortable and talking.

NEVER SPLIT THE DIFFERENCE: NEGOTIATION TOOLS



MIRRORING



Repeat the last 1-3 words (or critical pieces of information) of what someone just said.

Encourages the other side to elaborate and builds rapport through active listening.

Example: "You're feeling frustrated?"



LABELING



Identify and vocalize the other party's emotions or situation without judgment.

Validates their feelings and de-escalates tension.

Example: "It sounds like this is very important to you."



CALIBRATED QUESTIONS



Open-ended questions (usually starting with "How" or "What") that prompt the other side to solve your problem.

Shifts the burden of the solution.

Example: "How am I supposed to do that?"

MIRRORING: THE ART OF THE REPEAT



Repeat 1–3 key words from their last sentence. Simple, empathetic, curious.



Builds rapport. Ensures accurate technical understanding. Keeps customer talking.



"I'm worried this whole setup is going to be **incredibly** expensive."



"...**Incredibly** expensive?" 



"Well, yeah. I don't know if we can justify \$15,000 for something we only use a few times a year."

LABELING (CHRIS VOSS TECHNIQUE)

APPLIED TO GENERATOR DEALERS



LABELING IS:

Verbally acknowledging a customer's feelings, perceptions, or dynamics without judging.

HOW IT WORKS IN OUR INDUSTRY:



Labeling Outage Anxiety:
"It sounds like you're concerned about another freeze knocking your power out for days."



Labeling Investment Doubts:
"It seems like you're worried about overcommitting financially on this project."



Labeling Competitive Hesitation: "It looks like you're unsure if our process is really worth the premium over the competitors."

THE RESULT:

Defensiveness Drops, Trust Builds,
Emotional Problem is Validated



Labeling is: emphasizes **validation** and understanding to guide the customer through the **TSSG** sales process.

CALIBRATED QUESTIONS: THE ART OF STEERING WITHOUT CONFLICT



THE WHAT/HOW RULE

Shift from 'Why' (confrontational) to 'What' and 'How' (problem-solving).

Generator Industry Example:

"What's the biggest thing holding you back right now?"



CALIBRATED 'WHAT' QUESTIONS

Direct focus to identifying and overcoming obstacles and risks.

Generator Industry Examples:

"What are we trying to accomplish?" | "What happens if you do nothing?" | "What is it that we're missing here?" | "What would make this an easy 'yes'?"



CALIBRATED 'HOW' QUESTIONS

Pivot from confirmation to execution, feasibility, and implementation planning.

Generator Industry Examples:

"How do we know we're on the right track?" | "How is that going to work?" | "How does this compare to what you expected?"



THE ACCUSATION AUDIT

Proactively call out negative assumptions and fears to defuse them before they can derail the deal.

Generator Industry Example:

"You probably think we're just another vendor pushing a high-priced box."



THE ANCHOR EFFECT

Use strategic calibrated questions to indirectly challenge or 'anchor' pricing expectations.

Generator Industry Example:

"What is your biggest concern about our solution?" (Shifts focus to value over just price)



THE POWER OF NO

Frame questions that allow the customer to say 'No' safely, which creates a feeling of autonomy and control.

Generator Industry Example:

"Are you against exploring a solution that provides total security?"

MIRRORING
KEEPS THEM TALKING

LABELING
MAKES THEM FEEL HEARD

CALIBRATED QUESTIONS
HELP THEM DECIDE

END EVERY APPOINTMENT LIKE A PROFESSIONAL

How you leave the home is just as important as how you walked in. The final impression is the one that sticks and it sets the tone for your follow-up success.

ENDING THE APPOINTMENT

IF YOU GOT THE SALE:

- **Smile, thank them, and reassure confidence in the process.**
- **Collect payment or finalize financing right away.**
- **Double-check all forms, signatures, and documents before packing up.**
- **Let them know:**
- **“Our office team will be reaching out shortly to confirm everything and walk you through the next steps.”**

Goal: Leave them feeling like they just made a great decision — calm, confident, and excited.

ENDING THE APPOINTMENT

IF YOU DIDN'T GET THE SALE (YET):

- **Stay positive, kind, and composed.**
- **Start packing up quickly and professionally — no lingering, no pressure.**
- **Let them know the next step clearly.**

“Thank you both for having me out today. Someone from our office will reach out tomorrow just to make sure I did my job right and that all your questions were answered.”

ENDING THE APPOINTMENT

ASK FOR A REVIEW (WIN OR LOSE)

“If you wouldn’t mind giving them a good review about your visit today, I’d really appreciate it.”

Goal: Leave them impressed, even if they didn’t buy.
Most customers who don’t close will within 14 days if we handle the follow-up right

ENDING THE APPOINTMENT

WHY THIS WORKS:

- **Keeps your professionalism consistent — no matter the outcome.**
- **Builds trust in the company, not just the Specialist.**
- **Hands off cleanly to the office for the next-day quality control call.**
- **The last impression is the lasting impression — and it sets up your follow-up success.**

BE A DOCTOR: LET THE OFFICE HANDLE IT

WHEN THEY ASK FOR YOUR INFORMATION:

When a customer asks for your personal number or wants you to “call them back,” it feels flattering but it’s not professional.

We don’t handle sales like freelancers. We handle them like a company.

HOW TO HANDLE IT PROFESSIONALLY:

“I totally understand, I’d love to help. The best way to reach me or get an update is through our office. They keep track of all projects and make sure everything gets handled quickly. They’ll reach out tomorrow to follow up with you.”

THE TSSG STANDARD:

Do not give out your personal cell phone number.

Do not accept personal calls or texts from customers.

Do not make private follow-ups outside of the process.

Routing through the office protects you, the company, and the customer.

THE ANALOGY:

Think about it like this — do your technicians give out their personal numbers to customers? Of course not. Everything goes through the office so it's tracked, documented, and handled properly. Sales is no different — these aren't your leads, they're company leads."

THE TSSG STANDARD:

WHY THIS WORKS:

- **Maintains professionalism and consistency.**
- **Keeps communication clean and documented.**
- **Protects you from miscommunication or liability.**
- **Reinforces that we're a company with a process, not individuals chasing commissions.**

SALES ISN'T AN ISLAND

End every appointment the same way you started it with professionalism, confidence, and respect.

Once you leave the house, the follow-up process takes over to show the customer the full strength of our company.

WHY IT MATTERS:

You represent the front line of a much bigger process.

The office, permitting, installation, and service teams all reinforce your work. When you stay consistent and hand off cleanly, the customer sees a company that operates like a machine — not a one-man show.

SALES ISN'T ABOUT 1 PERSON

IT'S ABOUT 1 PROCESS

QUESTIONS?

The background is a dark blue gradient. The bottom half is filled with a pattern of small orange dots that form a perspective grid, receding towards the right. On the far right edge, there are several thin, curved orange lines that sweep upwards and outwards.

TSSG PROVEN SALES PROCESS



**WHO DOES
FOLLOW UPS?**

75%
OF DEALS
WILL
COME FROM
FOLLOW UPS.

IF YOU EXECUTE IT
CORRECTLY

IF **SALES DOES
FOLLOW UPS...**

**HOW DO YOU
KNOW HOW
THE IHC WENT?**

**SO HOW CAN
WE GET
BETTER FEEDBACK?**

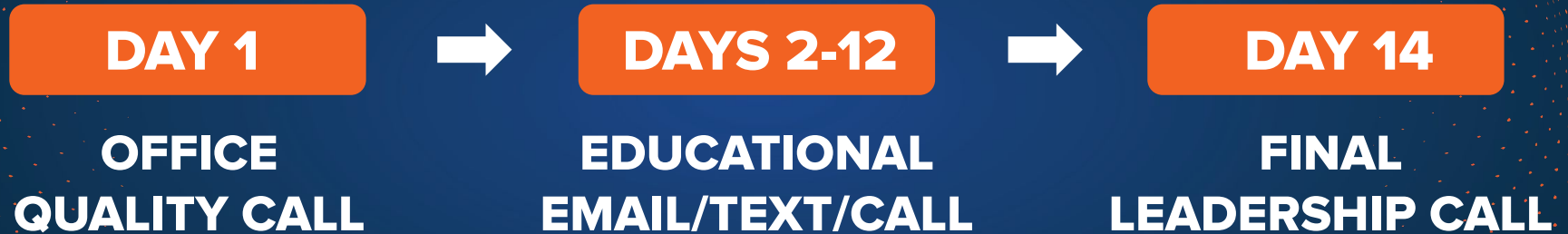
BUILDING THE TSSG SALES STRUCTURE

STEP 8 - NEXT DAY QC CALL



TSSG **FOLLOW UP** TIMELINE

14 Days of Trust-Building



Every step builds trust - not pressure.



LOW IMPACT QC CALL

NEXT DAY

THE **NEXT DAY** QC CALL

KEEP THE RELATIONSHIP MOVING FORWARD:

- The customer's excitement and clarity peak right after the visit
- This call keeps the customer alive
- It shows that your company has follow-through and accountability
- It prevents "buyer's remorse" and ensures no details were missed

WHEN TO CALL:

- The next business day after the in-home consultation (never longer than 24 hours).
- Should come from the office or sales coordinator, not the Specialist.

THE **NEXT DAY** QC CALL

WHAT THIS CALL DOES:

The QC call isn't just a courtesy, it's a system check. It tells us exactly how our customers feel and how our Specialists performed. If we're not following up, we're not managing our sales team... we're just guessing.

- **Keeps the customer engaged and confident.**
- **Gives leadership live feedback on every Specialist.**
- **Builds trust by showing we care about more than just the sale.**

YOU

“Hey _____, it’s just _____ from _____.”

“I saw that you had _____ out at your house yesterday to try and help you guys find a solution to the issue we spoke about.”

“I just wanted to make sure we were able to help you out. How did the visit go?”

CUSTOMER RESPONDS

NEXT DAY QC CALL



TSSG

tssgcoaching.com

PRICING OBJECTIONS (WE GET 'EM)

WHAT TO SAY - PRICING ISSUES: LABEL

“IT SOUNDS LIKE THE PRICE I AM ASKING IS HIGHER THAN YOU EXPECTED”

ALWAYS USE A LABEL LIKE THIS HERE

THEN USE A CALIBRATED QUESTION

“WHAT WAS THE PRICE YOU WERE EXPECTING TO SEE?”

LEAVE THIS QUESTION OPEN ENDED TO GET THEIR FEEDBACK

PRICING OBJECTIONS (WE GET‘EM)

TALKING ABOUT PAYMENT OPTIONS

“HOW DID YOU FEEL WHEN YOU TOOK A LOOK AT THE PAYMENT OPTIONS”

THEN USE A DEPOSIT TO WIN HERE

“WE COULD POTENTIALLY GET THOSE PAYMENTS DOWN WITH A REASONABLE DEPOSIT, WHAT IF WE LOOKED AT HALF DOWN TO START?”

If they are close but hesitant:

YOU

“Is there anything specific that would need to change for you guys to feel comfortable moving forward?”

NEXT DAY QC CALL



TSSG

tssgcoaching.com



**IF THEY
GIVE YOU AN
OBJECTION**

NEXT DAY QC CALL

YOU

“Would it make sense to set up a quick follow up strategy call with _____ to tighten up any final questions?”

CUSTOMER RESPONDS



TSSG

tssgcoaching.com



**SCHEDULE
A TIME
TO CLOSE THEM**

RESCHEDULING SPECIALISTS

WHEN DO WE TAG THEM IN?

1. Technical clarification

- **If the homeowner has specific technical questions about the system, install, load, or performance, the specialist should step back in as the expert.**

RESCHEDULING SPECIALISTS

WHEN DO WE TAG THEM IN?

2. System selection uncertainty

- If the customer is stuck between options (usually Comfort vs Essentials), bring the specialist back in

RESCHEDULING SPECIALISTS

WHEN DO WE TAG THEM IN?

3. Change in scope or system direction

- If the customer starts reconsidering what they want the system to do, the specialist should come back in.

TAKE THE POWER BACK

HAND-OFF AND DONT LOSE THEM

- **Keeps ownership clear and the deal moving**
Sales is brought in to solve a specific issue, not to take the deal back over. Once that issue is resolved, ownership returns to the Project Manager.
- **Maximizes sales productivity**
Specialists are most valuable in high-impact moments, not managing ongoing communication.
- **Prevents stalled deals and duplicated communication**
Returning control to the office keeps communication streamlined and the deal progressing efficiently.

YOU

Re-Establish Office Control

“Perfect.”

“Moving forward, our office will be your main point of contact.”

“If anything comes up, scheduling, paperwork, questions, just call us directly and we’ll take care of you.”

**NEXT DAY
QC CALL**



TSSG

tssgcoaching.com



QUESTIONS

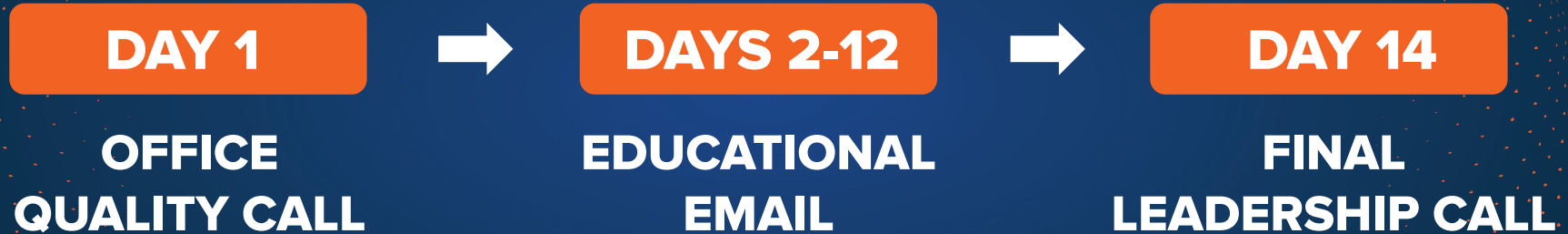
ON NEXT DAY QC CALLS

TSSG PROVEN SALES PROCESS



TSSG FOLLOW UP TIMELINE

14 Days of Trust-Building



Every step builds trust - not pressure.

STAY TOP OF MIND WITHOUT CHASING

Between Day 2 and Day 12, send 5-6 messages:

- **Email or SMS**
- **Scheduled, not spontaneous**
- **Professional, short, and helpful**

WHY IT WORKS:

- **Rebuilds clarity & trust**
- **Answers objections silently**
- **Keeps your company visible**
- **Doesn't feel like a "follow-up"**

WHY IT WORKS:

- **Rebuilds clarity & trust**
- **Answers objections silently**
- **Keeps your company visible**
- **Doesn't feel like a "follow-up"**

EDUCATIONAL CONTENT THAT CONVERTS OVER TIME

- **Payment Options Overview**
- **Local Outage Statistics**
- **“What to Expect on Install Day”**
- **Short Customer Story (Success)**
- **FAQ + Objection Breakers**
- **Final Reminder:**

“We’re here when the time is right, No pressure.”

GUIDELINES:

- **Keep it short**
- **Keep it honest**
- **Keep it helpful**
- **Brand it cleanly**

OKLAHOMA GENERATOR



Hi <<First Name>>,

Here's a quick tip many of our customers at **Oklahoma Generator** appreciate: using **payment options** for your Generac® standby generator is one of the easiest ways to secure reliable backup power—**without the stress of a large upfront payment.**

Why it helps:

- **Immediate protection:** Install now and be ready before the next Oklahoma storm or outage.
- **Budget-friendly:** Break the purchase into **manageable monthly payments.**
- **Flexible plans:** Choose from options that fit your needs—whether that's the lowest monthly cost or paying off quickly with **no prepayment penalties.**
- **Long-term value:** A standby generator not only brings peace of mind but can also **increase property value.**

If you'd like to see **rates and terms from Synchro** tailored to your project, simply reply "**Show me my options**" and our team will send you a custom plan.

Ready to explore more? Reply to this email or call us at **(405) 471-8260** or feel free to respond to this email.

Oklahoma Generator — Trusted Local Power Experts

*Payment options are offered through third-party providers, such as Synchro, and are **subject to credit approval.** Terms and promotions vary. We'll share your personalized choices before you decide.*



[405-471-8260](tel:405-471-8260)



sales@okgen.com



2608 N. Moore Ave,
Moore OK 73160

We look forward to helping you take the next step!

Talk soon,

The Team at Oklahoma Generator

OKLAHOMA GENERATOR

OKLAHOMA GENERATOR



Hi <<First Name>>,

With demand for Generac® standby generators higher than ever, **prices across the industry are continuing to rise**. Manufacturers and suppliers adjust costs regularly due to material and labor increases, and many homeowners are surprised by how quickly those changes can affect their project total.

The good news? At **Oklahoma Generator**, you can **lock in today's price** when you move forward now. That means:

The good news? At **Oklahoma Generator**, you can **lock in today's price** when you move forward now. That means:

- **No surprises later:** Your project cost is secured, even if prices rise before installation.
- **Immediate peace of mind:** You'll know your investment is protected from future increases.
- **Flexible payment options:** Take advantage of affordable monthly plans designed to fit your budget.

If you've been considering moving ahead, now is the perfect time to make sure you're protected—**both from outages and from price increases**.

📧 Reply to this email or call us at **(405) 471-8260** to secure your price today.

Oklahoma Generator — Trusted Local Power Experts



[405-471-8260](tel:405-471-8260)



sales@okgen.com



2608 N. Moore Ave,
Moore OK 73160

We look forward to helping you take the next step!

Talk soon,

The Team at Oklahoma Generator

OKLAHOMA  GENERATOR

OKLAHOMA GENERATOR



Hi <<First Name>>,

It's one thing for us to say we're the trusted Generac® experts in Oklahoma—but it's even better to hear it from the people we've already helped. Here are just a few reviews from your neighbors:

"Outstanding service and professionalism!"

"OKGen installed our Generac and made the whole process painless. They handled everything from start to finish. I couldn't be happier."

— Brandon H., Moore

"Dependable and knowledgeable."

"The crew was on time, polite, and clearly knew what they were doing. They walked us through every step."

— Lisa K., Norman

"Peace of mind during storms."

"When the power went out last month, our generator kicked on instantly. Best investment we've made for our home."

— David R., Edmond

With over **400 five-star reviews**, our commitment is simple: do the job right, every time. That's why Oklahoma homeowners continue to choose **Oklahoma Generator** as their trusted power partner.

👉 Ready to take the next step? Reply to this email or call us at **(405) 471-8260**.



[405-471-8260](tel:405-471-8260)

sales@okgen.com

2608 N. Moore Ave,
Moore OK 73160

We look forward to helping you take the next step!

Talk soon,

The Team at Oklahoma Generator

OKLAHOMA GENERATOR

STAY PRESENT **WITHOUT** BEING A PEST

WHY WE USE FOLLOW-UP EMAILS:

- Customers today don't want to feel hunted they want to feel supported.
- An email keeps communication light, professional, and available.
- It lets them re-engage on their terms when they're ready.

THE PSYCH BEHIND IT:

- After your visit, customers are still processing what they learned.
- The follow-up email gives them space while keeping you in their inbox.
- It's subtle, consistent exposure — not pressure.

FOLLOW-UP ISN'T CHASING

WHY LIMITING CALLS MATTERS

- **Calling too often feels pushy**
- **The customer's silence doesn't mean "no" it means "not yet."**
- **Too many calls can damage your image**

THE RULE:

- **One follow up call per week**
- **Email in between**

FOLLOW-UP ISN'T CHASING

THE STRATEGY:

- **Let your emails nurture the relationship.**
- **Use your weekly call to re-engage, not re-sell.**
- **Keep the tone calm and confident:**
 - **“Just checking in to make sure you have everything you need to make your decision. We’re here whenever you’re ready.”**

WHY IT WORKS:

- **Maintains professionalism and patience.**
- **Keeps the lead warm without smothering it.**
- **Shows confidence in your process — not desperation for a sale.**

The background is a dark blue gradient. The top half is filled with a pattern of orange dots that form a perspective grid, receding towards the top. The bottom half features several thin, parallel orange lines that curve and flow from the bottom left towards the right, creating a sense of motion.

**DON'T BE
NEEDY!**

The background is a dark blue gradient. The top half is filled with a pattern of small orange dots that create a sense of depth and perspective, appearing to recede into the distance. The bottom half features several thin, parallel orange wavy lines that sweep across the frame from left to right, adding a dynamic, flowing element to the design.

QUESTIONS

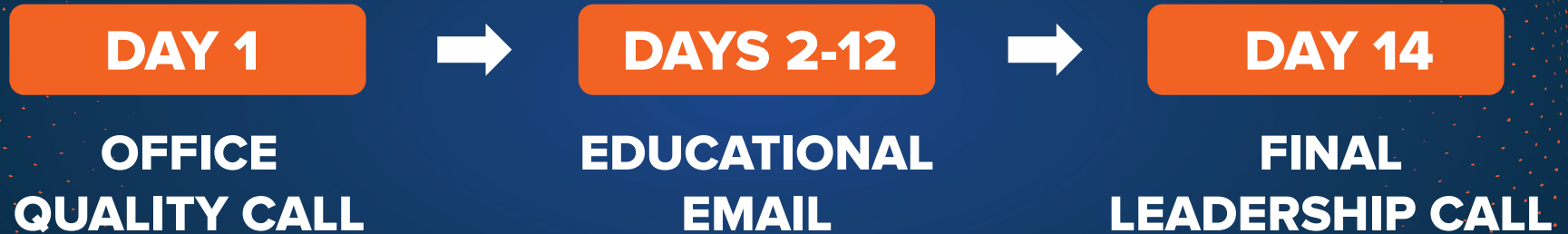
ON FOLLOW UP

TSSG PROVEN SALES PROCESS



TSSG FOLLOW UP TIMELINE

14 Days of Trust-Building



Every step builds trust - not pressure.

THE FINAL FOLLOW-UP CALL: LEADERSHIP

WHEN TO MAKE THIS CALL:

- **10-14 days after the In-Home Consultation**
- **This is the final phone call in the follow-up sequence — and it's not just another touchpoint.**
- **It's the moment where the company shows its full strength.**

WHO MAKES THE CALL:

- **General Manager**
- **Install Manager**
- **Ownership**

These are the voices that carry authority, confidence, and credibility. When the customer hears leadership - not sales - everything changes.

THE CLOSE **WITHOUT** THE CLOSE

TONE:

- **Calm**
- **High-status**
- **Problem-focused, not product-focused**

- **Invite feedback**
- **Ask what could've been done better**
- **Keep it open-ended**

OPENING:

YOU

"Hey _____, this is _____, I'm one of the owners here at _____."

Pause

"I know you had one of my guys out recently to help you with the standby project."

"I just wanted to reach out to you personally."

Pause

Set the frame:

"You called us because you had a problem you were trying to solve."

"And from what I understand, we didn't end up moving forward."

"I just wanted to make sure I understand where we may have missed the mark."

CUSTOMER MENTIONS PRICE

FINAL HAIL-MARY



TSSG
tssgcoaching.com

YOU

"I understand."

"Did the solution itself make sense for you?"

IF THEY SAY YES

YOU

"Then is this strictly a budget conversation, or was there something else that didn't sit right?"

IF THEY SAY NO

YOU

"Help me understand what didn't feel right."

FINAL HAIL-MARY



TSSG

tssgcoaching.com

RE-ANCHOR:

YOU

“Our goal is not to pressure you.”

“Our goal is to solve the problem you originally reached out about.”

“If we didn’t do that properly, I want to know.”

FINAL HAIL-MARY



TSSG

tssgcoaching.com

OFFER DIRECTION:

YOU

If it's budget:

“Would it make sense to revisit the payment structure and see if we can make this fit better?”

If it's trust:

“What would you need to see from us to feel confident moving forward?”

FINAL HAIL-MARY



TSSG

tssgcoaching.com

FINAL HAIL-MARY

CLOSE CLEANLY:

YOU

“Regardless of what you decide, I appreciate you taking the time to speak with me.”

“If you do decide you want to revisit it, my office will take care of you directly.”



TSSG

tssgcoaching.com

THE FINAL FOLLOW-UP CALL: LEADERSHIP

WHY IT WORKS:

- Shows the customer they're not forgotten, that they're important enough for leadership attention.
- Adds weight and credibility to the process.
- Creates urgency through authority without pressure.
- Builds the perception of a strong, unified team behind every project.

THE MINDSET:

- Sales is not on an island.
- When the best people step up, the customer sees the difference.
- The leadership voice carries the confidence to close remaining opportunities.

HOW TO TRAIN WITH THESE SCRIPTS

- **Roleplay scripts weekly**
- **Practice out-loud - not just reading**
- **Stick to the exact phrasing, tone, and pacing**
- **Record practice calls and listen for tone**
- **Audit 3-5 live calls per SDR or Specialists per week**

THANK YOU!

LET'S GO BUILD SOMETHING **BETTER.**

- You now have the full system. Use it.
- Integrate it into your CRM, onboarding, and field training.
- Document it, automate it, roleplay it.
- Questions? Ideas? Want a custom rollout? Let's talk.

TSSGCOACHING.COM | LETSGROW@TSSGCOACHING.COM | @WEARETSSG

**THANK YOU,
PLEASE LEAVE US A
5 STAR REVIEW!**

