



The Solara First Sales Presentation

The Patio Cover Mind-set

The typical patio cover customer has a mindset that most patio cover companies have the same products - only open or closed.

We have found that when you present Solara to your customer they will want it. Since the price is affordable the only thing you need to do is show them how it works and how much more they will be able to use their patio with Solara

You have a great advantage over the competition when selling the job if you can show a better product at a greater value. It means you don't have to discount your price to beat your competitor, who will be doing just that to try to keep them from purchasing Solara.

Many of your customers are not expecting an adjustable patio cover so you need to be excited about showing a product that will better serve their needs and their wants and most importantly give them more time on the patio.

The Walk Around

Before you show Solara make sure you go to the site examination and measuring first.

At the site you will want to ask *“Just tell me what you are looking to accomplish with this project and what are your most important wants and needs?”*

Pay particular attention to the needs expressed by the customer with and without the questions you ask, and what you can observe when inspecting where they want the patio cover and write them down on the Solara Pricing Work Sheet in front of the customer so you can show you are addressing these:



1. Do you see weathering of siding, deck, appliances or furniture, doors or windows, carpet fading, erosion, water damage, kid play area, and pet protection? If you do point out that a pergola or retractable awning would not address these issues – they need a permanent solution to cut costly future replacements of these things.
2. Do you see a low hanging eave, fastening issues on the wall or floor, possible span issues? Each of these can be commented on – *“we have a great solution to concerns”*.
3. Do you see Shading issues, too much sun coming through windows or a patio facing south or west? Again *“these are issues we can resolve”*
4. Point out to them times when they can use their patio with the appliances, or furniture you see there *“you can imagine sitting out here in the morning with a cup of coffee, or friends for lunch, or an evening get together protected by Solara”*

You may want to say something like this *“Mr. and Mrs. Jones we do the standard patio covers like all of our competition which are either open to let light in and provide some shade, or closed to keep out the weather and give you little light, we at _____sell a new product which does both and more.”*

“It is the Solara Adjustable Patio Cover.”

“This smart shade device adjusts to give you light, sun, weather protection, air flow, and shade as you want them—and when you need them. Instead of the elements deciding when and how you can use your patio, With Solara you control the elements so you can use your patio when you want, not just when the weather allows.”

“Solara has been manufacturing this patio cover around the world for 25 years. They first started in Israel where they sold thousands throughout Europe, Asia, and the Caribbean. Then 10 years ago they opened the Manufacturing facility in Phoenix Arizona to manufacture in the USA and



now have thousands of installations in the USA and Canada where they have over 200 dealers like us,” So they truly are a worldwide company”. And they back it all up with the best limited lifetime warranty in the industry.

The Demo Kit, Chart, and Solara Dream Book

The demo kit and chart are designed to show your customer the difference between the Solara Adjustable Patio Cover and all other types. Keep this as your main goal. Open your notes to the page of needs to address each of them and check them off in front of the customer as you do.

Stand the demo bag so that the Solara logo faces them and take out your tablet with the Solara Dream Book. Give it to the customer to turn the pages (This allows them to go at their own speed). Make comments like *“look how much shade or natural light or weather protection that patio has as an adjustable patio cover.”* (A good goal is to use the words “Solara adjustable patio cover” at least 10 times during your appointment). This allows them to mentally separate Solara from other types.

After they have finished with the tablet say *“now that you have seen pictures of installed jobs let me show you how Solara works.”*

Give the customers the Solara Comparison Chart and finish filling out the Needs on the pricing worksheet by asking them which attributes are most important when looking for their patio cover. You can then rate them 1 to 10. Unzip the bag and take out the demo kit stand it up and plug into an outlet. Now say *“if you buy an always closed patio cover (point to the second line as you say) like a w-pan, solid wood - fiberglass, or insulated roof. You will get protection against the elements, but they are fair to poor (point to the first line) on getting light through them and into your home. Most people that have a solid patio cover say it radiates heat down and darkens their home too much, I’m sure you don’t want to lose the light that comes into your-----* (say



the name of the room or rooms that will get less light). ”

Press the open button on the remote control and when the demo opens all the way say *“the other type of Patio Cover is an open type (point to the 3 lattice columns) as you can see these let light in but offer no control of the rain.*

“To do both you need an adjustable patio cover. (push the close button) It closes to protect against the elements, (push the open button) and it opens to let in the natural light.” (Let it open all the way and say) “And it stops itself.”

“With Solara, when the sun is below about 70 degrees in the sky and the louvers are open in this position you get 100% shade and 100% ventilation (point to the ventilation line). It is the only patio cover we sell that gives you both ventilation and shade at the same time. That means on a hot day you can sit in the shade and get the draft of air (the chimney effect). Imagine how much more you will use and enjoy your patio.”

“But the biggest difference between Solara and all 7 other types of patio covers (point to the top line) representing over 100 manufacturers, is the adjustable part. Solara is the only one! (Point to adjustability line) You can adjust the louvers to any angle (press close and press it stop when half-way closed) and stop them to get the full benefit of Natural light, Shade, Ventilation, and Rain protection as you desire. That is why we say the Solara Adjustable Patio Cover allows you to use your patio much more than any other cover.(Point to the bottom line) These are the number of usable months”

Close the demo all the way and say *“and don’t forget when closed it protects your patio furniture from dry-rot saving you a lot of money in the long-term, shelters pets, and it keeps mud leaves, and dirt off your patio and out of your house”*

“The Solara Adjustable Patio Cover comes with a lifetime warranty on the finish (point to the warranty line) and because it is all aluminum it’s totally



recyclable making it very eco-friendly. (Point to eco-friendly line) It is also very eco-friendly because:

- *Its shading saves air conditioning in the hot months*
- *It controls the rain to run off into lawn or garden*
- *Open it lets light into the home saving on your light bill*
- *It allows the sun's radiant heat into home in cold months saving on heating costs."*
- *And it is maintenance free so you never have to use toxic paint or stains to keep it from weathering.*

"I'm sure you can see besides just making Solara eco-friendly these are also ways which Solara saves you money every year. Let me repeat them. (Repeat bullet points) Instead of giving this money to the power company or the heating fuel company or the outdoor furniture company Solara saves you money so it's an investment. Again, Solara is the only patio cover we sell that will do this."

(Close it all the way and turn the demo over) and say "Solara comes with a heavy duty motor and two remote controls one for inside the home a wall remote and one for outside, or an easy manual drive to crank it open and closed.

Because of these heavy extruded rafters and fiberglass brackets it will hold up to 150 mph winds and heavy snow loads (up to 9000lb on a 10x20. So you can be assured it is one of the strongest patio covers made today". (Do not put it back into the bag, turn it over open it 90 degrees while you go to the pricing)

Pricing the Product

*(You have already built a lot of value, now you need to show that the value is **far greater** than the price).*

*"When I figure your total investment in Solara you must remember, our adjustable patio cover provides **much more use of your patio** (again point to*



the bottom line) of non-adjustable covers. So if you really want to enjoy your patio area to the fullest it only makes sense that I show you the best way.”

“As I said before it is also built almost twice as heavy duty to withstand winds and snow, of other patio covers. For example most covers need rafters every 2 feet with Solara the rafters can be spaced up to 5 feet apart”.

“In some areas of the country it sells for 3 to 4 times the price of a non-adjustable patio cover.”

“Our company offers Solara at great price. We are rather new as an authorized dealer with Solara/big clients of Solara and sell a lot of them, even though we have been installing other types of patio covers for years. So we have decided for the first few months to do a special incentive while we build our Solara portfolio of happy customers and beautiful pictures/so we have a special promotion as one of the best clients. Your job would make a great Solara picture because _____.”

Give them the Solara Dream Book to look at again, while you figure the price.

Closing the Sale

Solara salespeople have a much higher percentage of one time closes than most other home improvement projects.

This is because they have less or no competition, the customer easily see's the value, and because most Solara dealers offer great one close promotions like:

Free motor, free or discounted shipping or, free sun/rain sensor etc.

Solara's patio cover just makes sense.

Solara Help

Solara will train salespeople, and help with project design and offers a free lead program including a page for your company on our website.



Solara Pricing Work Sheet

Rating 1-10

Needs

Notes

	LETS NATURAL LIGHT ON PATIO - IN HOME	
	PROTECTS DECK AND FURNITURE AGAINST THE ELEMENTS	
	FACTORY WARRANTY	
	DURABILITY TO WIND AND SNOW	
	ECO-FRIENDLY	
	LOW MAINTENANCE	
	ABILITY TO BE CURVED OR ANGLE DESIGNED	
	UPDRAFT VENTILATION WITH 100% SHADE	
	ADJUSTABILITY SHADE- LIGHT-PROTECTION	

Solara Basic Price		
Beams and Posts		
Motors		
Installation		
Shipping		
Other		
Tax		
Total Price		

Signature _____ Date _____



Summary:

- Eco- Friendly product
- Nice winter day can supply direct sun and heat outdoors and inside the house
- Rainy, snowy, windy days can be closed and used as a roof
- Hot summer days can be adjusted for 100% shade and 100% ventilation
- Best warranty on the market
- Free of maintenance
- Made in the USA
- Solution for the problem – solution for the style of living

After more than 25 years in the business we have learned that although Solara has a great product and the best prices, your first Solara sales will be the hardest one. Sales people that are not familiar with our designs, engineering, spas, etc. are not feeling as comfortable to sell the product. Since we have an adjustable system, our mind set is to give the option for the customer to receive as much sunlight as they can get as oppose to other products looking to give shade.

Although our price for an adjustable system is **VERY VERY AFFORDABLE** it will still be more expensive than a lattice cover.

In order to be a successful Solara sales person and make more money with higher commissions, you have to understand that the product is a high end custom made product and not be intimidated from new designs. Your Solara Rep will be available for you 24/7. They can explain to you the engineering, designs, and technical issues that are involved with our product. Make sure you have all the dimensions and pictures of the job site will always help. Your Solara Rep will always have your back, don't hesitate to give him a call.