

// FREE EDITION · BUSINESS GURUKULL

# Solar Revenue Engine™ Playbook

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India's most structured 5-layer growth framework for Solar EPC companies — built by Business Gurukull from 50+ client engagements. Not a checklist. A complete revenue operating system.

Layer 01 → Lead Generation System

Layer 02 → Sales Conversion Engine

Layer 03 → CRM + Automation

Layer 04 → Business Architecture

Layer 05 → Authority Positioning

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## ABOUT THIS PLAYBOOK

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Business Gurukul is India's only dedicated Growth Consulting Partner for Solar EPC companies. We don't do generic marketing. We build structured, trackable revenue systems — from first enquiry to closed project to repeat client.

This playbook condenses the Solar Revenue Engine™ framework — the same system we deploy for every client engagement — into a structured guide you can read, understand, and begin implementing within your business this week.

### What This Playbook Covers

- The complete 5-layer Solar Revenue Engine™ framework
- Lead generation channel selection & budget allocation guide
- Solar sales SOP — 7-step process with scripts
- CRM setup checklist — 47 points for Zoho CRM
- ROI calculation framework used across all BG engagements
- Next steps to implement with or without BG

This playbook is written for Solar EPC founders, directors, and sales heads running companies between ■25 Lakhs and ■15 Crore monthly revenue — who want to move from random growth to structured, predictable revenue.

FRAMEWORK OVERVIEW

# The Solar Revenue Engine™ 5-Layer Growth System

Most solar companies grow through referrals and luck. The Solar Revenue Engine™ replaces random growth with a structured system where each layer feeds the next — creating compounding, predictable revenue.

LAYER  
01

## Lead Generation System

Multi-channel inbound engine: Google Ads, Meta Ads, SEO, landing pages, and WhatsApp automation that generates 30–60 qualified solar enquiries per month.

LAYER  
02

## Sales Conversion Engine

Structured sales process: lead qualification scoring, discovery call SOP, proposal framework, follow-up cadence, and objection-handling scripts that improve close rates from 5–8% to 18–25%.

LAYER  
03

## CRM + Automation

Zoho CRM configured specifically for solar EPC workflows — pipeline stages, lead scoring, automated follow-up sequences, and weekly performance reporting dashboards.

LAYER  
04

## Business Architecture

Offer design, pricing strategy, service packaging, and target segment selection — the foundation that makes marketing and sales possible at scale.

LAYER  
05

## Authority Positioning

LinkedIn content strategy, case study marketing, workshop authority building, and referral engine activation — so your pipeline generates inbound, not just outbound.

LAYER 01 - DEEP DIVE

# Lead Generation System

The first layer of the Solar Revenue Engine™ is your lead generation system — the engine that consistently fills the top of your pipeline with qualified solar buyers. Most solar companies rely on referrals for 70–90% of their revenue. That is the single biggest growth constraint.

## Channel Selection Framework

Channel	Best For	Avg CPL	Timeline
Google Search Ads	Residential 3–10 kW buyers with intent	■800–2,500	2–4 weeks
Meta (Facebook/Instagram)	Commercial 50–500 kW awareness	■300–900	3–6 weeks
Google Display	Retargeting warm leads	■200–600	4–8 weeks
SEO + Content	Long-term authority & inbound	Near zero	3–6 months
LinkedIn Outreach	Industrial & institutional buyers	■500–1,500	4–8 weeks
WhatsApp Campaigns	Re-engagement of old enquiries	Near zero	1–2 weeks

## Budget Allocation Blueprint

For a solar company targeting ■1 Cr/month revenue, the recommended monthly ad budget:

Channel	Monthly Budget	% of Total	Expected Leads/month
Google Search Ads	■60,000–80,000	55%	25–40 leads
Meta Ads	■25,000–35,000	25%	40–70 leads
Google Display/Retarget	■15,000–20,000	15%	10–20 leads
LinkedIn (optional)	■5,000–10,000	5%	3–8 leads
<b>Total</b>	<b>■1,05,000–1,45,000</b>	<b>100%</b>	<b>78–138 leads</b>

LAYER 02 · DEEP DIVE

# Solar Sales SOP 7-Step Process

The average solar EPC close rate is 5–8%. BG client close rates after implementing this SOP average 18–25%. The difference is not the sales team — it is the system.

## Step 1 · Lead Qualification (within 2 hours)

- ◆ Respond within 2 hours — 78% of solar buyers choose the first company that calls
- ◆ BANT qualify: Budget ≥ █2L? Authority (owner/decision maker)? Need (kW size)? Timeline (<90 days)?
- ◆ Score: High (all 4) → book call same day. Medium (3/4) → WhatsApp nurture. Low → drip sequence.

## Step 2 · Discovery Call (20–30 min)

- ◆ Open: "Tell me about your current electricity situation and what's driving the solar interest?"
- ◆ Understand: Monthly bill, roof/land area, timeline, budget, past quotes received
- ◆ Close: "Based on what you've shared, I think we can build a system that saves you █X/month. Can I do a site survey this week?"

## Step 3 · Site Survey + Technical Assessment

- ◆ Shadow analysis, roof strength assessment, DISCOM feasibility check
- ◆ Photograph everything — this becomes content for social proof later
- ◆ Set clear expectations: "We'll have a detailed proposal in 48–72 hours"

## Step 4 · Proposal Presentation (not just email)

- ◆ Present on call or in person — never just email a PDF
- ◆ Lead with ROI: "At █9/unit, your system pays back in 4.2 years and saves █18L over 25 years"
- ◆ Offer 3 options: Basic / Recommended / Premium — 70% choose middle

## Step 5 · Objection Handling

- ◆ "Too expensive" → "The cost is █5L today or █90L in electricity over 25 years. Which is expensive?"
- ◆ "Let me think about it" → "What specifically are you thinking through? I can help clarify."
- ◆ "Another quote is cheaper" → "Great — can I see it? I'll show you exactly what's different."

## Step 6 · Follow-Up Cadence (7-day sequence)

- ◆ Day 1: WhatsApp — "Did you get a chance to review the proposal?"
- ◆ Day 3: Share a customer testimonial or case study relevant to their situation
- ◆ Day 5: "Subsidy deadline approaching — booking slots filling up this month"
- ◆ Day 7: Final call — "I want to make sure I haven't missed anything"

## Step 7 · Close + Handover

- ◆ Get token/advance to secure the project formally
- ◆ Introduce to installation team — reduces buyer's remorse and cancellations
- ◆ Set expectations for timeline, installation day, subsidy processing

LAYER 03 · IMPLEMENTATION

# CRM Setup Checklist 47-Point Zoho CRM Configuration

Use this checklist to configure Zoho CRM for your solar EPC pipeline. Check each item as you complete it. A properly configured CRM reduces lead drop-off by 40% and improves follow-up consistency to near 100%.

## Lead Management (10 items)

- Create custom Lead Source field with: Google Ads, Meta Ads, Referral, Website, WhatsApp, Walk-in
- Add Lead Stage field: New → Contacted → Qualified → Site Survey → Proposal Sent → Negotiation → Won/Lost
- Add Roof Type field: Residential flat, Residential sloped, Industrial, Commercial, Ground mount
- Add System Size (kW) field — numeric
- Add Monthly Bill field — currency
- Add Subsidy Interest field — Yes/No/Already applied
- Add Lead Score field (0–100) — calculated from budget, timeline, authority
- Enable Lead Assignment Rules — auto-assign by geography or revenue bracket
- Set up Lead Aging alerts — no activity after 48 hours → notify assigned rep
- Configure duplicate detection on phone number + email

## Pipeline Configuration (8 items)

- Create Solar EPC Deal Pipeline with 7 stages matching the sales SOP
- Add Stage probability: Qualified 20%, Survey Done 40%, Proposal Sent 55%, Negotiating 75%, Won 100%
- Add Expected Close Date field — mandatory at Proposal Sent stage
- Add Deal Value field — system size × price per watt
- Add Project Type: Residential, Commercial, Industrial, Agricultural, Government
- Add Subsidy Type: PM Surya Ghar, State scheme, None
- Configure Deal Rotting alerts — no activity after 5 days in same stage
- Enable Revenue Forecasting dashboard by stage probability

## Automation Workflows (12 items)

- Auto-welcome WhatsApp message within 5 min of new lead entry
- Auto-assign follow-up task when lead moves to "Contacted" stage
- Day 1 follow-up task auto-created after proposal sent
- Day 3 follow-up task — share case study template auto-assigned
- Day 5 follow-up task — urgency message auto-assigned
- Day 7 final follow-up task auto-created
- Email notification to manager when deal value > ₹5L
- Auto-tag lead as "High Value" when system size > 50 kW
- Auto-move to "Lost" after 21 days of no activity (with confirmation)

- Trigger congratulations email to client when deal marked Won
- Auto-create Project in Zoho Projects when deal is Won
- Monthly lead source performance report auto-emailed to founder every Monday 8AM

## Reporting Dashboards (9 items)

- Leads by Source this month — bar chart
- Lead to Qualified conversion rate — funnel
- Average days from Lead to Won — single stat
- Revenue by stage this month — pipeline view
- Deals closing this week — list view
- Follow-up compliance rate — % of tasks completed on time
- Lost reason analysis — pie chart (price, competitor, timing, budget, other)
- Sales rep performance comparison — table
- Monthly revenue vs target — line graph

## Integration Setup (8 items)

- Connect Google Ads — leads auto-import from lead forms
- Connect Meta Ads — instant form leads auto-import
- Connect WhatsApp Business API via SalesIQ or third-party
- Set up Zoho SalesIQ chat widget on website
- Connect Gmail / Google Workspace for email sync
- Install Zoho CRM mobile app on all sales rep phones
- Set up Zoho Analytics for advanced custom reporting
- Enable Zoho Sign for digital proposal acceptance (optional)

LAYER 04 · BUSINESS ARCHITECTURE

# ROI Calculation Framework The Value Conversation Model

The biggest reason solar deals don't close is not price — it is that the buyer doesn't feel the pain of not buying. This framework flips the conversation from "how much does it cost" to "how much does NOT doing this cost."

## Step 1: Calculate Current Electricity Spend

Variable	Formula	Example
Monthly Electricity Bill	From client	■25,000/month
Annual Electricity Cost	Monthly × 12	■3,00,000/year
25-year Electricity Cost	Annual × 25 × 1.06 escalation	■1,07,00,000+
Annual Tariff Escalation	Historical avg 6% per year in India	6% p.a.

## Step 2: Solar System Payback Period

Metric	Formula	Example (10 kW)
System Cost	kW × ■45,000–55,000/kW	■5,00,000
Subsidy (PM Surya Ghar)	■78,000 for ≤3 kW, ■90,000 for 3–10 kW	■90,000
Net Cost After Subsidy	System Cost – Subsidy	■4,10,000
Monthly Generation	kW × 4 units/day × 30 days	1,200 units
Monthly Savings	Units × Tariff ■9/unit	■10,800/month
Simple Payback Period	Net Cost ÷ Monthly Savings	38 months (3.2 yrs)
<b>25-Year Net Savings</b>	<b>Monthly Savings × 300 – Net Cost</b>	<b>■28,40,000+</b>

### The Value Conversation Script

→ "Mr./Ms. [Name], your current electricity bill is ■25,000/month — that's ■3 Lakhs a year, and with 6% escalation, you'll spend over ■1 Crore on electricity in the next 25 years."

→ "A 10 kW solar system costs ■5 Lakhs — minus ■90,000 government subsidy, your net investment is ■4.1 Lakhs."

→ "Your system generates ■10,800 in savings every month. You recover your investment in 38 months — 3.2 years."

→ "After that, 21+ years of free electricity. Your total 25-year saving is over ■28 Lakhs."

→ "The real question isn't can you afford solar — it's can you afford to keep paying ■1 Crore in electricity?"

LAYER 05 · AUTHORITY BUILDING

# Authority Positioning 30-Day Content Sprint

Authority positioning is what makes inbound leads come to you instead of you chasing them. When a solar buyer sees your content 5 times before they're ready, you're already the trusted expert — price becomes secondary.

## Week-by-Week LinkedIn Content Plan

Week	Post Type	Topic Example	Goal
Week 1	Story post	How we helped a [city] factory reduce ■2.5L electricity bill	Trust + authority
Week 1	Carousel	5 mistakes solar buyers make (and how to avoid them)	Saves + shares
Week 2	Stat post	Solar payback period in India — the real numbers	Credibility
Week 2	Behind scenes	Day on site — what a proper survey looks like	Relatability
Week 3	Case study	Before/after: ■80K bill → ■8K bill with 50 kW rooftop	Social proof
Week 3	Educational	PM Surya Ghar subsidy guide — who gets what	Lead magnet
Week 4	Opinion post	Why cheap solar is the most expensive decision	Differentiation
Week 4	CTA post	3 slots open this month — DM "SOLAR" for a free audit	Lead generation

## Referral Engine Activation

Your existing customers are your cheapest lead source — but only if you have a system:

- ◆ Ask for referrals at project handover — 90-day mark is the highest satisfaction point
- ◆ Offer ■5,000–10,000 referral credit for every successful project they send
- ◆ WhatsApp a thank-you message + Google review request at commissioning
- ◆ Send a 6-month and 1-year performance report — reminds them of ROI, prompts referrals
- ◆ Create a "Solar Club" for existing clients — exclusive content, early access offers

OPERATIONS · TRACKING

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# 3 Revenue Metrics Every Solar EPC Must Track Weekly

You cannot improve what you don't measure. Most solar founders track "revenue" — which is a lagging indicator. These 3 leading indicators tell you where your revenue will be 60–90 days from now.

## Metric 01 · Lead-to-Qualified Rate

What % of new enquiries become qualified prospects (BANT passed)?

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■ **Diagnostic**      Below 20% → your ads are attracting wrong audience or follow-up is too slow.

✓ **Target**      **Target: 25–35%**

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## Metric 02 · Proposal-to-Close Rate

What % of proposals sent result in a closed deal?

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■ **Diagnostic**      Below 15% → pricing, proposal quality, or follow-up cadence needs fixing.

✓ **Target**      **Target: 20–30%**

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## Metric 03 · Average Days to Close

How many days from first contact to signed agreement + advance?

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■ **Diagnostic**      Above 45 days → your qualification or proposal process is leaking urgency.

✓ **Target**      **Target: 18–28 days**

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// NEXT STEPS

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# You've Read the Framework. Now It's Time to Build It.

This playbook gives you the map. Business Gurukull builds the engine. If you want us to audit your current pipeline, identify your biggest growth gap, and show you exactly which layer to build first — book a free 30-minute strategy call.

## What Happens on the Strategy Call

- We audit your current lead sources, conversion rates, and sales process (15 min)
- We identify your single highest-leverage growth gap — the one fix that moves the needle most
- We show you exactly what system to build first based on your stage and revenue target
- No pitch. No pressure. Just a clear diagnosis and an honest recommendation.
- Solar EPC companies only. Limited to 4 calls per week.

**Book your free strategy call at: [businessgurukull.com/book-call](https://businessgurukull.com/book-call)**

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