

Practice and Application

Phone banking:

Intro: Hi, I'm calling for (Name) about your property at (Address). Is this (Name)?

(If not) May I ask who I'm speaking with?

Hook: Great! My name is (Your Name) and I'm calling on behalf of PG&E about a special program offering up to \$35,000 in brand-new, high-efficiency electric appliances, at no cost to you. PG&E is extending this opportunity to a limited number of neighborhoods, and your home has been selected. Several of your neighbors have already signed up, and what we're seeing from home assessments is that households are saving money and improving comfort after these upgrades.

Ask: We'd love to send you a link to the interest form so you can learn more and see if your home qualifies. Is (Email Address) the best email to send it to?

Context: This program is a truly exciting and groundbreaking opportunity! PG&E is offering this to a limited number of neighborhoods and you are one of them. This will take 15 years of maintenance hassle off your plate and increase the value of your home. The driver behind this program is simple: it is actually cheaper to provide every household on a block with brand new, super efficient appliances than it is to replace the aging gas pipe underneath that neighborhood. This is super important to highlight, PG&E has crunched the numbers and found that giving away up to \$35,000 of new, modern appliances per home is less expensive than the gas pipeline infrastructure upgrades.

Doorknocking:

1. **Hook** → "You're eligible for up to \$35K in upgrades from PG&E."
2. **Connect** → Point to their gas line: The driver behind this program is simple: it is actually cheaper to provide every household on a block with free electric appliances than it is to replace the aging gas pipe underneath that neighborhood.
3. **Trust Builder** → "We're part of a PG&E program that is already doing projects in this area."
4. **Call To Action** → "The first step is an interest form. Would you be willing to fill one out or can I email you more information about the program?"
5. **On the Fence Audience:** If neighbors are not onboard with the program, PG&E will move forward with replacing the gas pipe and we all pay for that through our energy rates - it is why bills are going up.
6. **Handle Objections** → Use comfort, joy, and financial framing and reiterate that there is no cost for the energy assessment and no obligation once the energy assessment is complete.

Tabling:

Step	Your Role	Key Phrases / Prompts	Tools
1. Spark Interest	Grab attention with the demo or a relatable question.	<p>“Want to see how this stove boils water twice as fast without heating your kitchen?”</p> <p>“Have you heard about heat pumps? They can heat and cool your home using clean electricity.”</p>	Induction/heat pump demo, product wheel or visual diagram
2. Show the Benefit	Relate what they see to everyday life, then introduce the platform.	“Everything you’re seeing here – how it works, available rebates, and stories from real families is all on SwitchIsOn.org .”	iPad or tablet open to SwitchIsOn.org Flyer as a <i>conversation guide</i> (not a handout yet)
3. Move to Action	Help them take one digital step before they walk away.	<p>“If you scan this QR code, it’ll take you right to MakeTheSwitch.org — that’s where you can check your rebates or sign up for updates.”</p> <p>“Or I can walk you through it right now on the iPad — it only takes a minute.”</p>	iPad for email sign-ups QR code on flyer (used as a takeaway)