

EXECUTIVE BUSINESS CASE · SOLAR

The cost of inaction in solar

Unfiltered leads burn rep hours, and every un-booked consult is a system you didn't sell.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Solar sells on volume and speed. Reps waste hours on cold homeowners who'll never qualify, consults booked slowly get no-shows, and seasonal spikes go unstaffed — while the cost of a connected call keeps climbing.

What one quarter of waiting costs

Hidden cost	What it means in solar
Unqualified leads	Reps spend prime time on homeowners who never had the roof or bill to justify it.
Slow consults	Interest cools between form-fill and a booked survey.
No-shows	Un-reminded consults evaporate the pipeline.
Seasonal spikes	Demand surges outpace a fixed headcount.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the solar business case — book a demo at www.hirefinn.ai/bookademo

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