THE ELECTRICAL PLAYBOOK

Five plays that turn what your electricians already saw into booked work.

HOW TO RUN THIS PLAYBOOK

Electrical customers can go years without calling, and your electricians see more than anyone ever follows up on. Run one play at a time, for a month. Start by adding panel brand, amperage and condition to every job close-out, because those notes become your next list. Assign one owner and review dials, conversations, booked visits, show rate and sold work every Friday. Make sure a licensed electrician makes every safety call, and that the office never does.

Outbound calls and texts must follow the calling rules, including consent, do-not-call lists and opt-outs. Read the calling rules guide and check with your attorney. These plays are general guidance.

PANEL SAFETY OUTREACH

Your electricians have already seen outdated panels. Most of those notes never become a phone call.

WHEN TO RUN IT

Before storm season and peak-load months.

WHO TO PULL

Homes where a tech flagged an old or undersized panel, and unsold panel estimates.

THE OFFER

A no-charge whole-home safety inspection by a licensed electrician.

The words

> Hi [Name], it's [Your name] at [Company]. When we were at [address] in [month], our electrician made a note about your panel, and I wanted to make sure someone followed up.
> We'd like to send a licensed electrician to look at it and give you a straight answer. There's no charge for the inspection and no pressure.
> Would [day] morning or [day] afternoon work?

Follow-up

Findings in writing with photos, the same day. Then follow up at 2, 30 and 90 days if unsold.

Measure

Inspections booked, shown, panel jobs sold, average ticket.

Watch out for

The person on the phone shouldn't diagnose or scare anyone. Leave that to the electrician, and never overstate a hazard.

EV CHARGER LEADS

EV owners want it done right and quickly. A fast, clear process wins the job.

WHEN TO RUN IT

When someone asks, and in outreach to customers whose records mention an EV.

WHO TO PULL

Inbound inquiries, EV notes on customer records, unsold EV estimates.

THE OFFER

A home charging assessment: panel capacity, charger location and permit.

The words

> Thanks for calling about a charger. Congratulations on the car.
> A few quick questions so we send the right person: what are you driving, where do you park it, and where is your electric panel?
> Our electrician will check your panel's capacity first, because that decides what the job takes. Then you'll get options in writing.
> I have [day] or [day]. Which is better?

Follow-up

Send the assessment and options the same day. Permit status gets its own text update.

Measure

Lead to assessment rate, close rate, days to install, panel upgrades attached.

Watch out for

Quoting by phone before anyone knows the panel capacity. Do the load calculation first and permit the work where required.

SURGE AND GENERATOR BEFORE STORM SEASON

Homeowners think about backup power during an outage. By then you can't get to them.

WHEN TO RUN IT

Eight weeks ahead of your storm or outage season.

WHO TO PULL

Past customers, customers with medical equipment notes who agreed to contact, generator estimates.

THE OFFER

Whole-home surge protection check and a backup power conversation.

The words

> Hi [Name], it's [Your name] at [Company]. Before storm season picks up, we're checking in with customers about surge protection and backup power.
> We can look at what you've got now, tell you what's worth doing and what isn't, and write it down for you.
> Does [day] or [day] work?

Follow-up

Post-storm, call this list first. Generators need maintenance reminders every year.

Measure

Assessments, surge devices installed, generators sold, service agreements.

Watch out for

Selling on fear. Be accurate about what surge protection and generators do and don't cover. Generator installs must follow local code and utility rules.

OLDER HOME SAFETY CHECK

Older homes were wired for far less than people plug in today. A check makes the case without a sales pitch.

WHEN TO RUN IT

Slow weeks.

WHO TO PULL

Homes in your records built before about 1985, and past customers not seen in two years.

THE OFFER

A whole-home safety check: panel, grounding, GFCI and AFCI protection, overloaded circuits.

The words

> Hi [Name], it's [Your name] at [Company]. Homes around [area] were wired for a lot less than we use today.
> We can have a licensed electrician do a safety check at [address] and give you a list of what needs attention and what doesn't.
> Would [day] or [day] be better?

Follow-up

Give a ranked list. Group small fixes into one visit. Book the next step before leaving when they want it.

Measure

Checks completed, tickets opened, work sold per check.

Watch out for

Don't tell a homeowner something is illegal or must be upgraded unless your local authority requires it. Code adoption varies; see what's changing.

INSPECTION AND REAL ESTATE REPAIRS

Home inspection reports create urgent electrical repair lists with a closing date attached.

WHEN TO RUN IT

Year-round, heavier during your selling season.

WHO TO PULL

Real estate agents, inspectors and property managers you already know. Past sellers.

THE OFFER

Fast turnaround on inspection repairs, with written completion for the file.

The words

> Hi [Name], it's [Your name] at [Company]. When your clients get an inspection report with electrical items, we can usually get a licensed electrician out quickly and give you written completion for the closing file.
> Could I send you our direct scheduling number? And who else in your office handles repairs?

Follow-up

Send the invoice and completion note the day work finishes. Ask the agent who else needs the number.

Measure

Referrals by partner, days from request to completion, repeat partners.

Watch out for

Business calls have their own rules too. Honor anyone who asks you to stop.

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