



INSTALLER PARTNER GUIDE

WE KNOCK. THEY BOOK. YOU CLOSE.

Everything you need to know about exclusive, calendar-booked solar leads — residential & commercial — from Australasia's most experienced door-to-door team.

15+

YEARS ON THE DOORS

1000+

LEADS WEEKLY

0

COMPLAINTS, EVER

4

PARTNERS MAX / ZONE

WELCOME ABOARD

A MESSAGE FROM THE DIRECTOR

Welcome to Panorama Marketing Group. If you're reading this, you're looking at what a decade-plus on the doors has taught us about generating leads that actually convert — and you're considering putting that machine to work for your business.

I built Panorama to be the partner I always wished I could hire. Fifteen years running door-to-door campaigns for some of the biggest names in energy and home improvement taught me one thing above all else: the lead quality problem in solar isn't a marketing problem, it's an execution problem. Anyone can knock a door. Almost nobody does it properly.

"We don't sell leads. We build a pipeline you can forecast off."

This guide walks you through exactly how we work, why our model is structurally different to the digital leads you're used to, what it costs, and what results to expect. No fluff, no pitch-deck spin — just the same information we'd want if we were sitting in your chair.

Whether you're chasing residential rooftop volume or building out a commercial pipeline, there's a lane here for you. Let's get into it.

Slade

DIRECTOR, PANORAMA MARKETING GROUP

THE STATE OF PLAY

SINCE MAY 1, EVERYONE'S FIGHTING ONLINE

The rebate step-down on 1 May 2026 changed the shape of the market overnight. Fewer homeowners are proactively enquiring — and installers who spent years building pre-May 1 rebate margin are now pouring that war chest into digital advertising to compensate. The result is predictable.



META & GOOGLE
CPCS



ORGANIC ENQUIRY
VOLUME

×4

SHARED-LEAD
COMPETITION

0

NEW COMPETITORS ON THE
DOORS

Every dollar of that post-May 1 ad spend is landing in the same three auctions — Meta, Google, and shared-lead marketplaces — where your quote is one of four or five a homeowner is comparing before you've even called them back.

WHERE WE PLAY INSTEAD

We don't compete in that auction. We work the doors and B2B outreach — channels where decent competition barely exists, because almost no one else is willing to do the work properly anymore. That's not a gap we stumbled into. It's the whole business.

FOUR STRUCTURAL ADVANTAGES YOUR PAID FUNNEL CAN'T TOUCH

01

TIGHT GEOGRAPHIC CLUSTERS

Every appointment sits within minutes of the next. No more reps burning a tank of fuel to quote one job in the sticks.

02

COLD MARKET, ZERO COMPETITION

Our reps reach homeowners who haven't been pitched, googled or quoted. You're the first — often only — conversation they have.

03

YOU PICK THE POSTCODES

CBD, suburbs, regional towns — you choose the territory, we knock it. Simple.

04

BOOKED STRAIGHT INTO YOUR CALENDAR

Appointments land directly in your sales team's diary, confirmed and qualified. You quote. We do the rest.

"Our installers love the close proximity installs — it is something unique only door knocking can provide." — Slade, Director

WE DON'T JUST DO IT. WE'RE THE BEST AT IT.

Anyone can put a rep on a street. Getting the most out of every single door in an area — consistently, respectfully, and without burning the territory — is a different skill entirely. It's the whole reason we exist.

HIGHLY TRAINED, EXPERIENCED COLD CALLERS

Our reps aren't casual door-knockers — they're trained, uniformed, and brand-aware operators who qualify properly on the doorstep: homeowner, decision-maker, bill size, roof space, genuine intent. No tyre-kickers land in your calendar.

CUSTOMER SERVICE, FRONT OF MIND

Every knock represents your brand, not just ours. We lead with respect and genuine value — not pressure — which is exactly why our complaint rate sits at zero.

HOW WE PAY OUR KNOCKERS

We structure our reps' pay to reward quality conversations and genuine bookings — not just doors knocked. That single decision is why our reps take the time to do it properly, and why complaints stay at zero.

COMMUNITY-FIRST APPROACH

Before we enter a new suburb, we post in local community groups and check in with Neighbourhood Watch and local police. We protect your reputation in every area we knock — because it's ours too.

0

CUSTOMER COMPLAINTS, EVER

15+

YEARS PERFECTING THE MODEL

1,000+

LEADS GENERATED WEEKLY

THE PROCESS

TURN-KEY, FROM THE FIRST KNOCK TO THE SIGNED CONTRACT

01

PICK YOUR ZONES

Tell us where you want the work — postcodes, suburbs, or whole regions, residential or commercial.

02

WE DEPLOY THE TEAM

Trained, branded reps hit the doors — or the phones and inboxes for B2B — during peak conversion windows.

03

WE QUALIFY PROPERLY

Homeowner or decision-maker, bill size, roof or site details, genuine intent captured on the spot. No tyre-kickers.

04

BOOKED INTO YOUR CALENDAR

The appointment lands in your CRM with full notes. Your closer turns up, quotes, and wins the job.



A PANORAMA COMMERCIAL LEADS CAMPAIGN, LIVE IN FIELD

WHAT COUNTS AS A QUALIFIED APPOINTMENT

"Qualified" isn't a throwaway word for us — it's a checklist our reps work through on the doorstep, every time, before anything lands in your calendar. Here's exactly what we confirm.

RESIDENTIAL	COMMERCIAL
✓ Homeowner / owner-occupier ✓ Bill over \$350 per quarter ✓ Power bill sighted where possible (we get one most of the time) ✓ 2 contact numbers ✓ Email address	✓ Bill over \$600 per quarter ✓ Business and/or building owner ✓ If leasing: at least 5 years left on the lease ✓ Lease type confirmed — body corporate, strata management, etc. ✓ Adequate roof / battery space ✓ Power bill sighted where possible (we have one ~90% of the time) ✓ 2 contact numbers ✓ Email address

This is the same standard behind our replacement guarantee — if a lead doesn't genuinely meet it, it gets replaced.

INVESTMENT

PAY PER EXCLUSIVE BOOKED APPOINTMENT

No retainers. No platform fees. No leads shared with three other companies. Just genuine, calendar-confirmed appointments for a flat per-lead cost.

RESIDENTIAL — STANDARD \$99 / lead min. 50 · ex. GST ✓ Trained, uniformed, brand-aware reps ✓ Qualification on the doorstep ✓ Booked into your calendar ✓ Confirmation SMS + reminder ✓ Daily reporting on knocks & bookings ✓ Genuine bad leads replaced	RESIDENTIAL — PREMIUM \$150 / lead Guaranteed booking · ex. GST ✓ Everything in Standard, plus: ✓ Guaranteed calendar booking ✓ Higher intent, pre-confirmed ✓ Priority scheduling, dedicated pod ✓ Real-time calendar sync to CRM ✓ No-shows rebooked by your team	COMMERCIAL — SPECIAL RATE \$275 / lead ex. GST ✓ Trained commercial outreach specialists ✓ Pre-qualified decision-maker contact ✓ Booked into their business calendar ✓ Site & energy-usage pre-collected ✓ Dedicated account manager ✓ Genuine bad leads replaced
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LIMITED — NEW PARTNERS, JUNE & JULY ONLY

Place your first order in June or July and we'll stack bonus exclusive appointments on top — free.

ORDER 50+ +10% = 5 free leads	ORDER 75+ (MOST POPULAR) +15% = 11 free leads	ORDER 100+ +20% = 20 free leads
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First order must be placed and confirmed between 1 June and 31 July. Subject to zone availability — max 4 partners per zone.

BEYOND LEADS

MORE LEADS WON'T FIX A BROKEN CLOSE

Most installers who come to us convinced they have a leads problem actually have a systems problem. You're not just quoting the homeowner — you're competing against career sales professionals who live and breathe objection handling, funnel psychology, and closing language, every single day. Buying more leads into a leaky system just means losing more of them, politely.

So beyond supplying the leads, we can rebuild what happens to them once they land — the sales system, the website, the funnel, and the team delivering the pitch. We teach you the language the pros use, and the psychology behind why it works.

01

SALES SYSTEMS & PRESENTATIONS

The pitch itself — structure, sequencing, the presentation your reps run in the room. We rebuild it around the psychology of how homeowners actually decide.

02

WEBSITE REBUILDS

Your site is often the first — and most silent — sales rep you have. We rebuild it to qualify, build trust and move a visitor toward booking, not just look nice.

03

LEAD FLOW & AD FUNNELS

From the first click to the first call, every step either builds intent or bleeds it. We map and rebuild the flow so fewer good leads fall through the cracks.

04

SALES TEAM TRAINING

We teach your sales manager, director or reps the objection-handling language most installers leave in the too-hard basket — with the psychology behind why it converts.

05

BRAND & POSITIONING POLISH

A healthier sales system makes your brand feel more premium before a rep says a word — which is what ultimately lowers how many leads you need to buy.

06

THE PSYCHOLOGY BEHIND IT

We don't just hand you scripts. We break down why each method works, so your team can adapt on the fly instead of reciting lines.

"Once your sales system is healthy and your brand is polished, you don't have to buy as many leads." — Slade, Director

THE OBJECTIONS YOU'RE LEAVING IN THE TOO-HARD BASKET

Every installer hears the same three objections on repeat. Most reps either fold, argue, or go quiet — and the sale dies right there. We train your team to hear what's actually being said underneath each one, and respond with precision.

01

"WHY IS YOUR QUOTE \$10,000 MORE THAN MY LAST ONE?"

This isn't really a price objection — it's a value comparison the homeowner can't make themselves, because they don't know what they're actually comparing. Arguing the number defends the wrong thing. We train reps to defend the difference instead: component quality, workmanship warranty, install standards, and what happens if it goes wrong in year six — the things the cheaper quote quietly left out.

02

"I'LL THINK ABOUT IT."

Almost never a genuine need for more time — it's a polite exit for an unresolved concern the homeowner hasn't voiced. We teach reps how to surface that real objection without pressure, so the conversation ends with clarity instead of a lead that goes cold and never calls back.

03

"I'M JUST WAITING FOR A FEW MORE QUOTES TO COME IN."

This is a trust and confidence gap, not a shopping preference. We train reps to build enough certainty in the room that "more quotes" stops feeling necessary — without ever badmouthing the competition or resorting to pressure tactics.

THE RESULT

A sales team that converts more of what you already have — meaning every dollar you spend on leads works harder, and your close rate stops depending on how good the lead was.

PAID META LEADS

WE DON'T JUST BUILD FUNNELS. WE RUN THEM.

If door-to-door and B2B aren't the right fit for every corner of your business, we also build and manage paid Meta campaigns — the ad creative, the targeting, the funnel behind it, and the ongoing optimisation. Same team, same accountability, one less agency to manage.



AN EXAMPLE META AD CREATIVE BUILT IN-HOUSE FOR A CLIENT CAMPAIGN

WHAT'S INCLUDED

- ✓ Ad creative design & copy, built to your brand
- ✓ Full Meta campaign setup & targeting
- ✓ Landing page / funnel to convert the click
- ✓ Ongoing optimisation & reporting
- ✓ One team accountable for the whole funnel

LATEST CAMPAIGN RESULTS

346

LEADS IN 7
DAYS

\$17.34

COST PER LEAD

Brand new

SOLAR COMPANY
CLIENT

Real results, real leads — for a solar company with zero prior digital presence. Ask us for the full breakdown on your strategy call.

PROOF IT WORKS

THE MOST-AWARDED SOLAR COMPANY IN THE COUNTRY GETS MOST OF ITS LEADS ON DOORS

Res Inc Solar & Batteries didn't win 25+ national awards from Google Ads. They built the country's most decorated solar brand on the back of a disciplined, professional door-to-door team — the same model we run for our partners.

Public industry reference. Res Inc is not a Panorama client — cited as proof of the D2D model.

#1

RATED INSTALLER IN AUSTRALIA, 2025

25+

NATIONAL AWARDS

Majority

OF NEW INSTALLS FROM D2D

Online leads compete with six other quotes. A knock competes with no one. You don't need to believe in door knocking — you just need to look at who's winning with it.

TRUSTED ACROSS AUSTRALIA & NEW ZEALAND

Brightr NZ · Premier Insulation · Absolute Energy · East Coast Solar Solutions · Forever Solar · Cool Energy QLD · Red Cross · IHC · Fred Hollows · Vodafone NZ · Pure Fibre · HRV Home Ventilation

"We don't chase leads. We have real conversations, add genuine value, and the leads follow naturally. That's why the biggest brands trust us with their name." — Slade, Director

STRICTLY LIMITED

ONLY 4 SOLAR COMPANIES PER ZONE. EVER.

We cap the number of partners we work with in any given territory. It protects your conversion rate, your reps' diary, and your brand. Once a zone is full, it's closed until a partner moves on.

ZONE	AVAILABILITY
Brisbane North	3 spots left
Brisbane South	4 spots left
Gold Coast	4 spots left
Sunshine Coast	4 spots left
Auckland Central	1 spot left
Christchurch	3 spots left
Perth Metro	Full — waitlist

Zone availability changes regularly — confirm current status on your strategy call.

MEET THE DIRECTOR

Slade founded Panorama after 15+ years building and leading large-scale door-to-door campaigns across Australia and New Zealand — running teams for some of the most demanding brands in energy and home improvement.



ZONES ARE FILLING

DON'T MISS OUT ON YOUR ZONE.

Only 4 partners per zone, ever — and several are already down to their last spot or full. Get on a 20-minute call and we'll map your ideal territory, model the maths on 50–500 leads, and show you exactly how the booking workflow plugs into your team. No pitch deck.

- ✓ Zone availability check on the call
- ✓ Custom per-lead pricing for your volume
- ✓ Sample appointments from a comparable client
- ✓ Optional: a website, funnel & sales-team systems audit

LOCK IN YOUR ZONE TODAY →

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panoramamarketing.org · Replies within 1 business day