

SOLAR SALES

TRAINING



IS SOLAR SALES RIGHT FOR YOU?

- ☹️ Do you have a proven track record in sales and are interested in work in the solar industry?
- ☹️ Do you want to be a part of the CleanTech revolution?

Find out if you are eligible for training in Solar Energy at NO COST to you.



SELF-ASSESSMENT

Do you have a proven sales track record and are interested in working in the Solar Industry? Complete this self-assessment to see if it is right for you.

- I have at least 2-5 years experience in sales prospecting, negotiation, and closing.
- I have a passionate interest in solar and the energy field.
- I have a Bachelor's from a 4-year college or equivalent work experience.
- I am analytical and have the ability to perform mathematical calculations, including trigonometry (calculations for ROI, sun angles, and financial rebates).
- I can demonstrate that I am self-motivated and extremely goal-oriented, have a love-to-sell-attitude, and the ability to close.
- I have the ability to understand electrical systems (AC/DC, voltage, output).
- I am comfortable on a roof and pitches and do not have a fear of heights.
- I possess strong presentations skills with excellence in oral and written communication.
- I have strong problem-solving skills and the ability to communicate a product's value proposition.
- I am willing to work inside the office, travel to customer sites at variable hours, and have a valid driver's license.
- I am proficient with MS Office applications. Experience with Client Relations Databases (ex. Salesforce) or design programs (ex. Sketchup) a plus.

Take your COMPLETED self-assessment with you to see a NOVA Career Advisor.

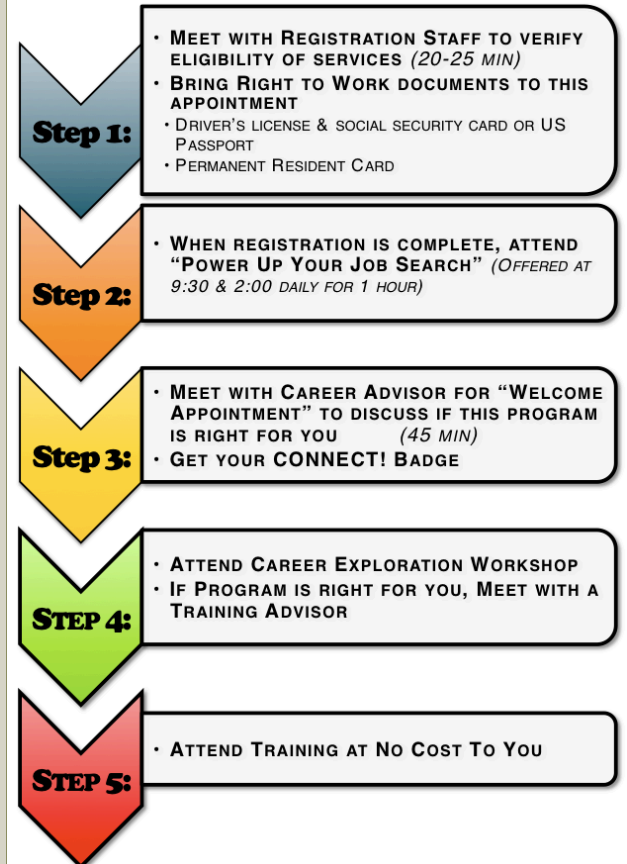
For questions, contact: Kim Le,
kle@novaworks.org or 408-730-7648
TTY: 408-774-5448

HOW TO GET STARTED

If you are already a CONNECT member: complete the "Self-Assessment" to the left and make an appointment to discuss your options with a NOVA career advisor.

If you are NOT already a CONNECT member: follow the steps below and get started.

Steps to get started on Solar Sales Training



nova | WORKFORCE DEVELOPMENT

at the
CONNECT Job Seeker Center

420 S. Pastoria Avenue
Sunnyvale, CA 94086

An equal opportunity program. Auxiliary aids and services available upon request to individuals with disabilities.

KNOWLEDGE AND SKILLS NEEDED FOR SOLAR SALES

- *Technical or Bachelor's degree or equivalent experience (technical sales desired).
- *Minimum 2-5 years experience in sales prospecting, negotiation and closing.
- *Prior telesales experience preferred (not afraid to make lots of outbound calls!).
- *Experience preferable within solar industry/ renewable energy, or knowledge of solar industry and industry including:
 - three-phase electrical systems and applications;
 - power conversion technology and electrical system design;
 - solar power system design (grid-tie, off-grid/battery back-up solutions);
 - State, local energy, public utilities and their solar processes.
- *Able to perform mathematical calculations (trigonometry).
- *Self-motivated and extremely goal-oriented (must love to sell!) with ability to close at least 2 solar deals a month through self-generated efforts.
- *Proficiency with MS Office applications including Excel (Salesforce.com/CRM, MS Project and Google SketchUp experience a plus).
- *Strong communication skills for product information and solutions value proposition.
- *Ability to provide presentations for target audience (C-Level Exec; Design Engrs).
- *Not afraid of heights with ability to get up on roofs and ladders.
- *Ability to travel to various sales sites as necessary. Valid driver's license.
- *Follow deadlines and work under pressure.
- *Strong organizational skills with attention to detail.
- *Professional demeanor and attire.



Solar Sales & Proposal Development

OCCUPATIONAL OVERVIEW

Solar power sales persons are responsible for generating sales of Photovoltaic (PV) Systems in commercial, government and residential sectors. A Solar Salesperson generates leads, contacts business leaders to determine energy needs, promotes solar, answers technical questions about solar, analyzes financial benefits, does preliminary design for an estimation and proposal and closes deals.

A typical day can involve:

- *conducting sales and proposal presentations to clients;
- *sales follow through on new and existing leads; site analysis (shadings, measurements, assessments);
- *analysis of client's electrical usage; system sizing; submitting reports of sales figures;
- *recording customer data in database;
- *coordinating with other departments;
- *following deadlines;
- *complying with environment and safety guidelines;
- *attending expos, conferences, fairs, industry events to gain prospective clients.

Remember, like all salespeople, a solar salesperson is expected to meet their sales targets!

EXPECTED EARNINGS

Solar sales positions can vary and may be contract and/or commission-based and may be residential or commercial.

Residential Solar Salespeople are employed by a Solar Integrator (Solar Installation company). In the residential market you are selling solar in the kilowatts. Potential opportunity is great as only 1% of homes in California have solar on the roof. Sales cycle time is typically 3 to 4 weeks.

Commercial Solar Salespeople work for large construction firms or engineering firms selling solar in the megawatts for commercial or government application. Sales cycle times can be up to 18 months.

Potential earnings can range from \$60K - \$250K+ depending on experience and commission/incentive program at company.



CLASS INFORMATION

- Class runs January 10 - March 1, 2012 (8 weeks)
- Offered at Ohlone College in Newark on Tuesdays and Thursdays from 1:00 p.m. - 6:00 p.m.