

Solaria® Pro Partner Dealers  
*Selling Solaria*



**SOLARIA®**  
Redefining Solar



# What Is In This Guide?

This guide contains step-by-step selling tips for Solaria Pro Partners to follow when selling solar to homeowner customers. You will also find additional resources to help homeowners understand the benefits of going solar and investing in Solaria solar panels.

## Why Use This Guide?

This guide has been crafted by Solaria sales experts with experience selling solar systems and Solaria solar panels to homeowners. They have a lot of good approaches to selling premium solar systems. We hope you will gain some useful tips and tricks to selling solar.



# Step 1: Establishing the Why

It is important to establish “Why” homeowners want solar energy. As the installer, you are better able to address their wants and needs if you know the “Why.” It also helps you to build rapport with customers and gain valuable information that will be key to the project moving forward.

## Solaria’s Why

At Solaria, we believe in including homeowners in the design process. This gives prospects a sense of pride and ownership in the project and conveys our investment in them as customers.

### Example Questions:

- *“Why do you want solar?”*
- *“What are your goals with solar?”*
- *“Are you thinking about storage with your system, i.e., a battery?”*

## Common Reasons for Transitioning to Solar Energy

1. **To Save Money** - This is the most common reason people want to invest in solar energy.

**Approach:** Investment Value

### Key Points to Convey:

- Variable electric rates are inconsequential with solar.
- Property values and/or desirability will increase with solar.
- Local, State, and/or Federal tax credits.  
*TIP: Be sure to know the exact rates in their area beforehand.*
- Net Metering

### **Example phrases:**

- *"With solar, you're trading an infinite bill for a finite one."*
- *"Solar is a long-term investment."*
- *"You are taking control of your energy rate."*
- *"Solar provides a return on your investment and a locked-in energy rate. Traditional utility service costs vary with the season and rates are constantly on the rise."*

2. **To Be Eco-Friendly** - This is an emotionally driven decision and takes a different approach than the others.

**Approach:** Environmental and Community Investment

### **Key Points to Convey:**

- Solar is proven to be a cleaner and more sustainable energy source than traditional power sources.
- Depending on your energy usage and location, your solar system may produce more power than what is consumed. Through net metering, the excess power is fed into the utility grid and can be used to power the community with greater efficiency.
- Solaria PowerXT Panels have an industry leading 30-year warranty, making us one of the most sustainable options available on the market.

**TIP:** *Financial benefits and/or incentives are likely to be the Eco-Friendly Homeowner's secondary reason for wanting solar. This is a good time to highlight these points in the conversation.*

### Questions For Your Customer:

- *"Do you know how much of your current power comes from sustainable sources such as wind or solar?"*

- *"Do you know how much energy is lost on your transmission lines?"*

**TIP:** *The customer will likely not know the answer to this question, but it is an interesting topic to discuss and to educate the customer about. The national average energy loss is 25-75% dependent on the distance from the power plant/source.*

3. ***To Invest In Smart Technology*** - There are many homeowners who are interested in solar because of its technology.

**Approach:** Blind Them with Science

#### **Key Points to Convey:**

- Solaria is an innovative company with over 250 patents.
- Solaria Panels are shade-resilient and have no busbars, eliminating 70% of the most common failure points in traditional panels.
- Solaria's cell-cutting technology redesigned the solar panel

**TIP:** *If homeowners are especially tech-savvy, show them Solaria resources like whitepapers and product datasheets. These tools will help highlight Solaria's innovation.*

4. ***To Gain Energy Independence*** - This is typically one of the more difficult sales, as these reasons tend to come from DIY homeowners and/or people with unrealistic expectations about solar energy.

**Approach:** Independence from the Grid & Stick It To The Man

#### **Key Points to Convey:**

- Solar allows grid autonomy and independence from traditional utility giants.

- Solar gives the homeowner more energy independence and control over their energy costs and carbon footprint.
- Homeowners will likely need islanding inverters or batteries as an energy backup if the power grid fails and to prevent back feed or potential harm to linemen.
- Homeowners will need to provide a list of items they wish to cover with backup power (i.e., internet, refrigerator, heating/cooling) in the event of a power outage. It is also important to discuss their energy consumption habits and the costs associated with these items.

**TIP:** *This is a good time to discuss backup power options your company offers.*

**5. To Maximize Home Remodels** - Indirectly switching to solar by pairing home renovation project(s) with solar to take advantage of the federal tax credit.

**Approach:** Bundle Home Projects with Solar

**Key Points to Convey:**

- If there is an existing system offer an upgrade to Solaria's premium solar panels, more power and curb appeal to add value to an updated home
- A new solar system or upgrade fits perfectly with these home projects:
  - Electrical Rewiring
  - Adding electrical loads (EV, HVAC, Heat Pumps etc)
  - Integrating smart electrical panels/breakers
  - Reroofing
  - Home additions/expansions (ADU/Casitas)

# Step 2: Gather Information

Get the info you need to qualify prospects for solar and build them a solar proposal and system design.

- Utility Bill(s) and Usage Data
- Roof Type and Age
- Do they have or plan to get an EV? If so, will they need a charging port?
- Do they want backup power? If so, for what purpose?
- Are they planning to invest in additional electric circuit loads, such as HVAC, electric heat pump, etc.

**TIP:** *Keep these types of interactions conversational. It makes the homeowners feel more at ease and will help establish trust.*

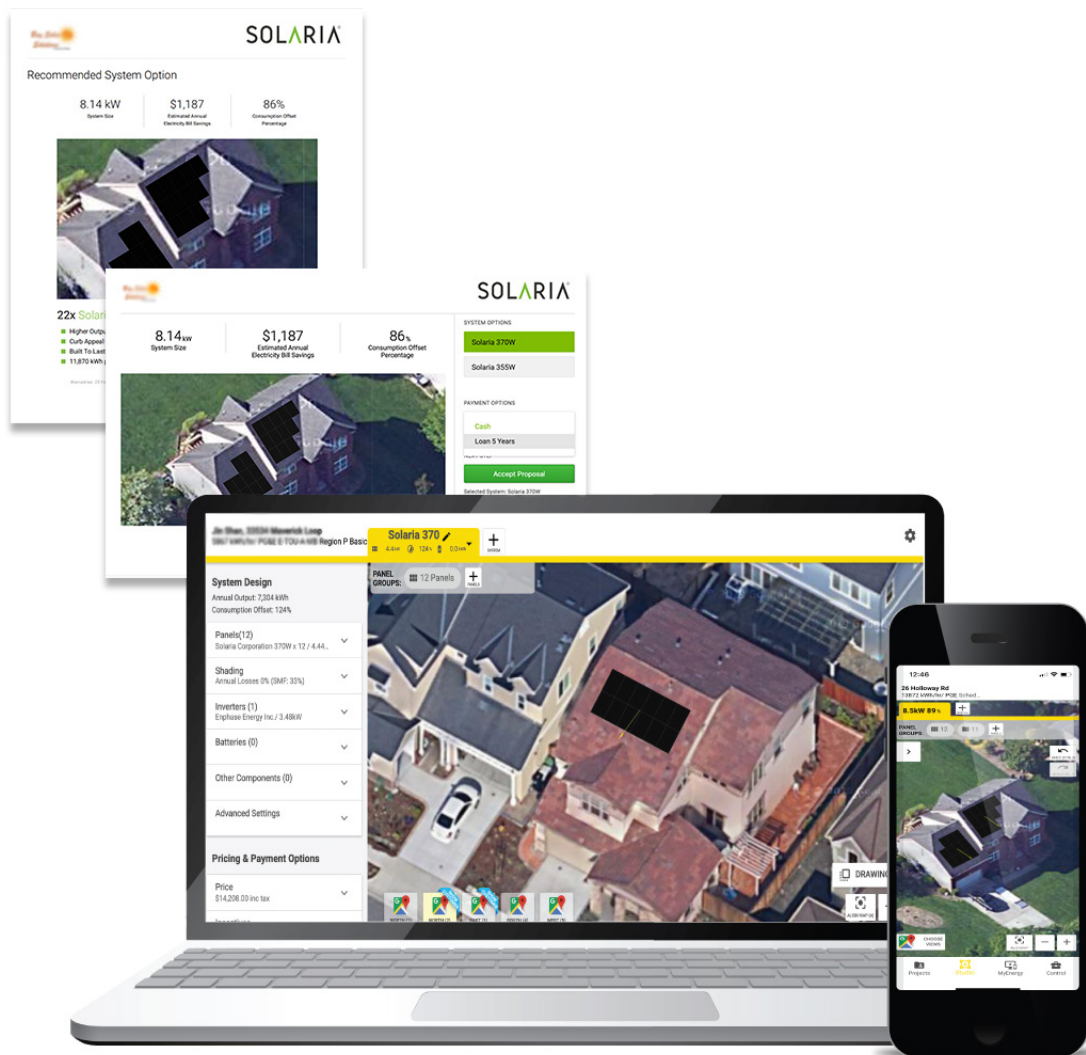
## **Conversation Starters to Learn Specific Details:**

- What is the cost of your typical monthly bill? Can I see copies of your bills from the last 12 months?
- How long have you been in your home? When will your new home build be complete?
- Is your home all electric or do you also use gas?
- What is your main heating and cooling source?

**TIP:** *The consumer experience has evolved from a fact-centric and transactional process to a much more personal interaction. This has shown to create lasting customer relationships.*

# Step 3: Build the Proposal

Do you use a design tool? Do you have a proposal template? Use the info gathered in the previous step as inputs into your design and proposal. If you are using the Solaria Design & Proposal Tool powered by OpenSolar you can create layouts, build interactive sales proposals, and track projects all in one place.





# Step 4: Sales Call/ Preliminary Site Survey

This sales call and the preliminary site survey are crucial points in the sales process. It is designed to build value in the product, company, and installer/salesperson.

## 1. *Build Value*

- Recommend Solaria modules
- Highlight Solaria technology
- Explain the benefits of Solaria

## 2. *Show the Design Layout*

- Discuss the details of the design
- Explain the reasoning behind the design

## 3. *Share Estimated Cost and ROI*

- Compare current annual cost to estimated annual cost with solar
- Break down their ROI into annual ROI and compare it to their current cost
- Discuss the referral program and ask for referrals
- Share the project stages using the Customer Journey Sheet
- Ask for the sale

**TIP:** Give the cost and the ROI at the same time. Many homeowners experience sticker shock when hearing their estimated system cost for the first time. It is important to remind them quickly of their return on investment. This is an important step toward closing your sale.

# Step 5: Sale Wrap-up

- Site survey— confirm that the electrician has double checked all electrical
- Give your clients a project timeline to set expectations
- Transition homeowners to your operations team



# Additional Tips for Selling to Homeowners

- **Do:** Be professional and respectful of customer's needs and wants.  
**Don't:** Be overly friendly or pushy (this can hinder your ability to build trust).
- **Do:** Ask for the sale.  
**Don't:** Lead with the sale.
- **Do:** Have a genuine conversation about their needs and discuss the solar system design and proposal to meet those needs.  
**Don't:** Send a proposal without the conversation.
- **Do:** Talk about all the options, benefits, and features Solaria, solar, and your company have to offer them.  
**Don't:** Be negative or speak negatively when discussing competitors.
- **Do:** Ask if they are planning to pay for the project in cash or if they are going to take a loan.  
**Don't:** Ask how they plan to pay for the project.
- **Do:** Follow up with something personal like a handwritten thank you note.  
**Don't:** Treat them like a meaningless sale or number.

# Additional Resources

1. [Power Usage Breakdown Sheet](#)
2. [Generic Customer Journey Sheet Template](#)
3. [Marketing Materials from Solaria:](#)
  - [PowerXT Technology Advantage Flyers](#)
  - [PowerXT Technology Advantage Brochure](#)
  - [Product Datasheets](#)
  - [Homeowner Company Brochure](#)
  - [Homeowner Videos](#)

