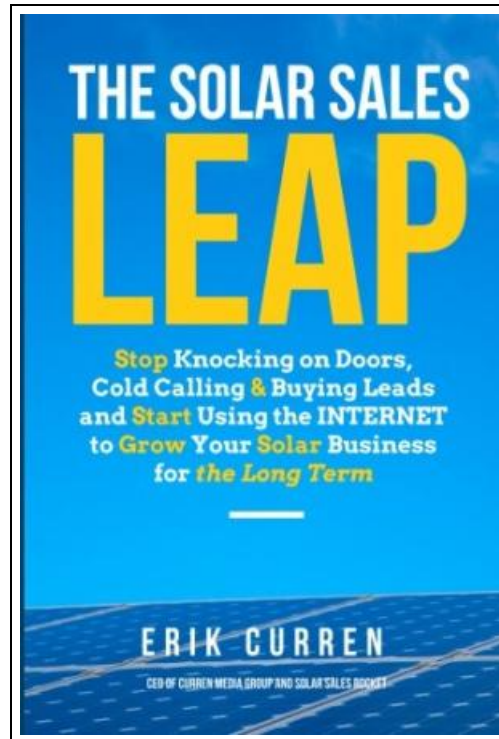


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(Prof. Damon Kautzer III)

THE SOLAR SALES LEAP: STOP KNOCKING ON DOORS, COLD CALLING, AND BUYING LEADS AND START USING THE INTERNET TO GROW YOUR SOLAR ENERGY BUSINESS FOR THE LONG TERM (PAPERBACK)



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New Sky Books, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In the rapidly changing PV industry, The Solar Sales Leap is a must-read for anyone involved in the task of marketing solar power to residential homeowners. Current summarizes here what many PV installers are failing to recognize when trying to capture the attention of a qualified residential solar power prospect. -- Joe Sadonis, Solar Consultant, Paradise Clean Energy The Solar Sales Leap will help anyone who works in marketing, sales, or management at a residential or commercial solar contractor to sell more solar with the powerful new tools of online outreach. These days, even while solar panels are getting cheaper and cheaper, the cost of acquiring a new solar customer remains high - around \$3,000 on average for a residential installation, according to GTM Research. This raises the price of installations and cuts into the profit of solar installers. If solar sales and marketing was effective it would be cheaper and easier to get a new solar customer. But traditional tactics, most of which have been used for decades, from door-knocking to cold calling to direct mail, don't work well anymore. In some cases, by destroying consumer trust, outdated outreach can backfire for solar sales. Why? Blame it on the Internet. No Patience for Cold Calls and Door-to-Door Sales Suffering from an overload of information through phones and computers, not to mention cable TV and satellite radio, the average American consumer today gets thousands of marketing messages a day. That's why more and more people are blocking ads on their computers and on their phones. Busy consumers have even less patience for solar telemarketers or door knockers than they do for ads. That's why today, people are not just...

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