

aurora + **BAKER ELECTRIC**
HOME ENERGY

How to Sell Solar Remotely in the Era of Social Distancing

March 24, 2020

Today's Presenters

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Aurora Solar



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Baker Electric Home Energy



About Aurora Solar

All-in-one solar design, financial analysis, and sales software



Voted Best Software, Solar Power World's
Leadership in Solar 2019

- Accurately determine how many panels will fit on the project site
- Accurately forecast how much energy a given PV design will produce
- Accurately calculate what kind of savings the end customer can expect
- To date, over 2.6 million solar projects have been designed in Aurora

About Baker Electric Home Energy

Fourth-generation family-owned and operated

- Integrated solutions to generate, manage, and optimize the use of energy
- Over 13,000 residential solar systems installed in San Diego area
- Lines of business include Solar + Battery, HVAC, and Smart Home Solutions
- Winner of 2019 BBB Torch Award for Ethics Pacific Southwest in 151+ Employee Category



The Anatomy of a Remote Solar Sales Process



Setting Up a Remote Sales Process



Essential Technologies



Changes to Your Sales Pitch



Close and Follow Up

How to Sell Solar Remotely

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Close and Follow Up



It's Business as unUsual.

We're here. And we want to help

[Learn how Baker is doing business during this challenging time.](#)



Business as UnUsual

Your family's health and well-being, your comfort and ability to save energy costs is more important than ever. So as life goes on, Baker is here and we're open for business.

Our Solar Consultants and HVAC Comfort Advisors are ready to meet in a way that makes you feel safe and comfortable.

You choose:



Phone



Email



Text



Online



Facetime



At Home

Just call our Customer Care Team at 877.578.8080 and we'll arrange everything.

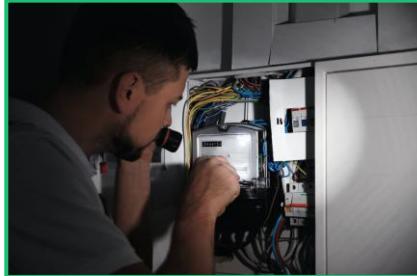
When a Baker Team member arrives at your home to do anything from a consultation, to a repair or installation, they will be in strict compliance with all CDC and local health officials' guidelines. (See details below).

 More Information

Be sure to ask about our 100% financing options that will mean nothing up-front out of pocket for you.

Preparing for a Virtual Appointment

For example:



Get their utility bill
ahead of time



Get a photo of their
electrical panel



Send your meeting link
ahead of time

Follow up with a
reminder email



Set expectations
about being in front of
a computer

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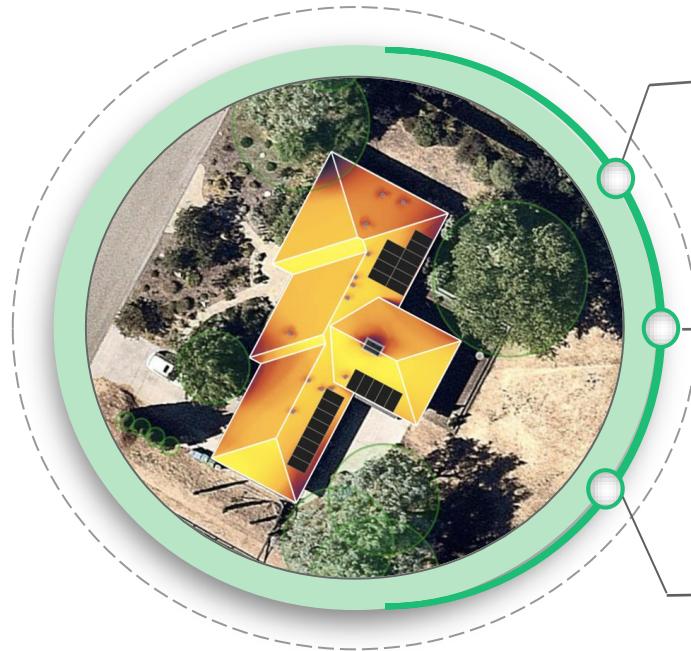


Changes to Your Sales Pitch



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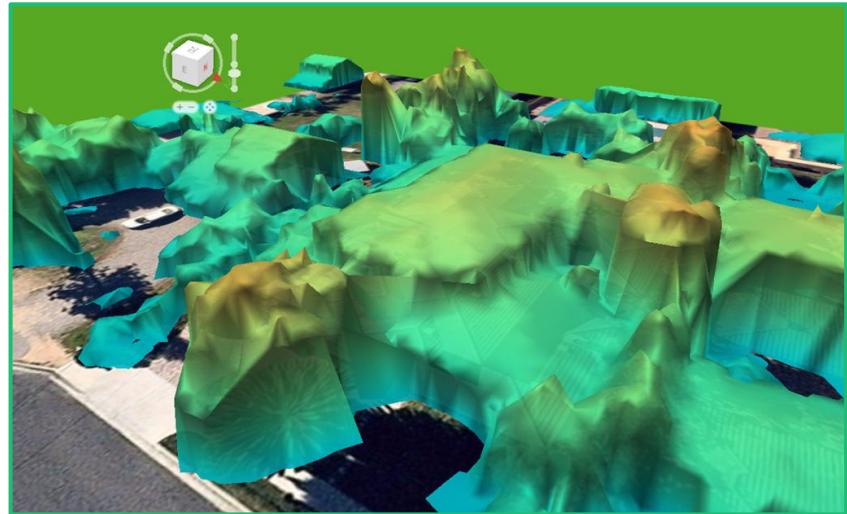
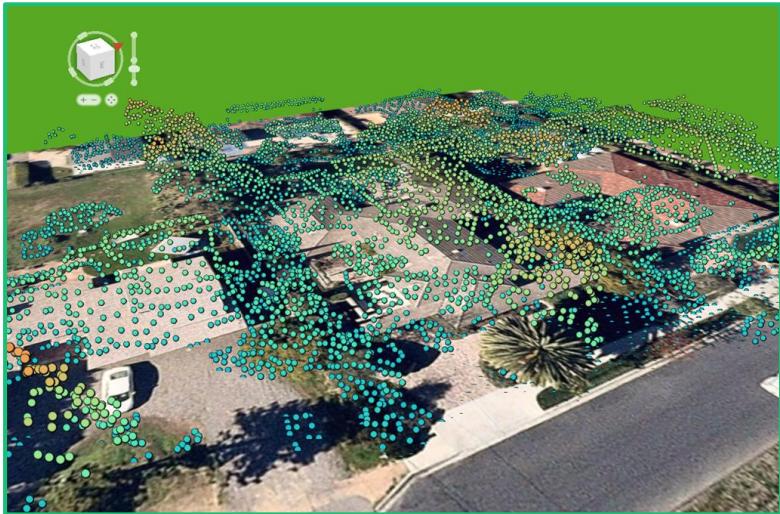


Video Conferencing

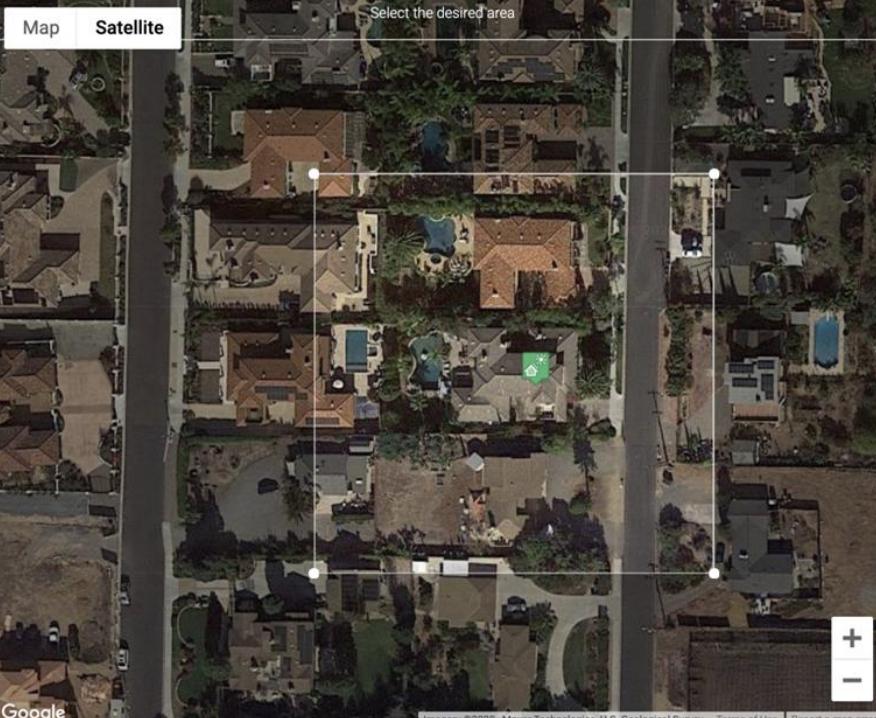
Solar Software
e.g. Aurora

Electronic Signature

LIDAR Accurate Designs



NearMap: Up-To-Date Imagery



The screenshot shows a satellite view of a residential area with a selection box highlighting a specific property. The interface includes a 'Nearmap Imagery' overlay with a list of dates for download.

Nearmap Imagery

Purchase high quality aerial images for a selected area

Download HD images from

- Jan 6, 2020 - Latest
- Sep 11, 2019
- Jun 10, 2019
- Feb 22, 2019
- Sep 18, 2018
- Jun 21, 2018
- Feb 8, 2018
- Nov 13, 2017
- Jun 13, 2017
- Jan 28, 2017
- Jul 21, 2016
- Jan 13, 2016
- Aug 12, 2015
- Jan 14, 2015
- Sep 15, 2014

Nearmap Integration Enabled

Get Imagery

Sun Path and Irradiance



Nearmap Jan 6, 2020

LIDAR Irradiance View    13.9 kW 100% 97% SIZE ENERGY SAVINGS Simulate

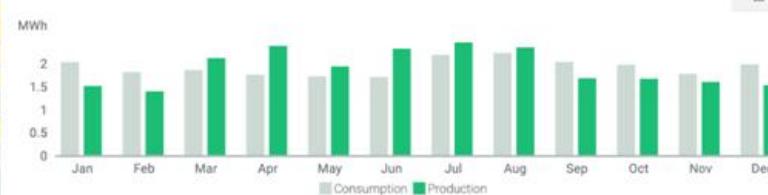
Production **Utility Bill Savings**

13.9 kW system
42 panels

ANNUAL PRODUCTION
23,177 kWh Energy **100%** Energy Offset

MONTHLY PRODUCTION

MWh



Month	Consumption (MWh)	Production (MWh)
Jan	~2.0	~1.8
Feb	~1.8	~1.5
Mar	~1.9	~2.1
Apr	~1.8	~2.3
May	~1.8	~1.9
Jun	~1.8	~2.3
Jul	~2.0	~2.4
Aug	~2.0	~2.4
Sep	~2.0	~1.7
Oct	~2.0	~1.6
Nov	~1.9	~1.6
Dec	~2.0	~1.5

SHOW ADVANCED 

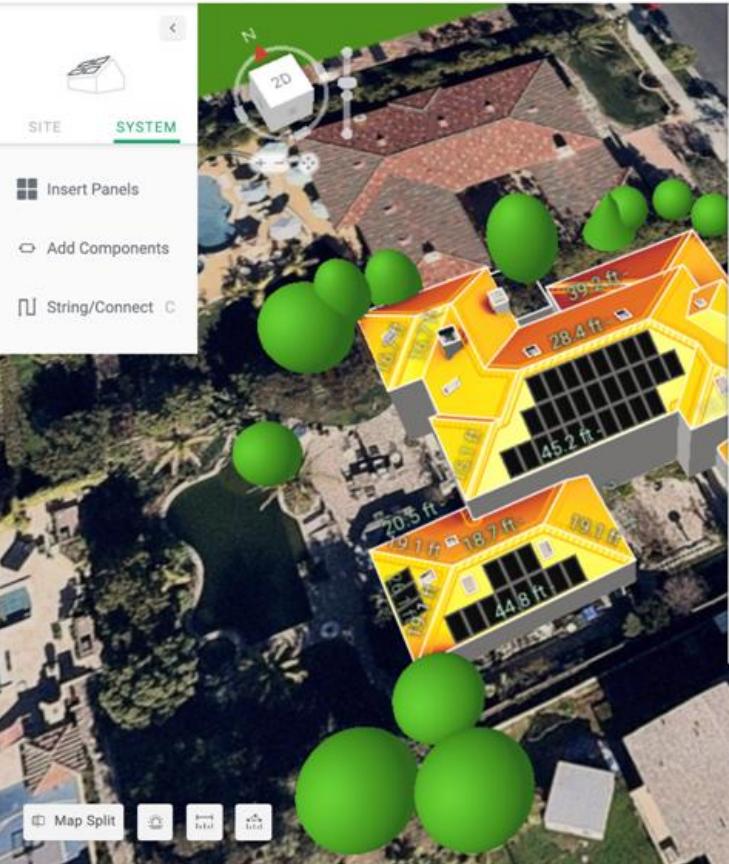
Solar Access 0% 
TOF 0% 
TSRF 0% 

Hover over the roof or panels to see values at a point

ROTATE
Right click + drag or Drag camera cube/ring

PAN
Middle click + drag or Hold space + left click





Nearmap Jan 6, 2020

LIDAR Irradiance View 13.9 kW SIZE 136% ENERGY 98% SAVINGS Simulate

Production Utility Bill Savings

AVERAGE MONTHLY SAVINGS

\$ 341
Bill Savings

98%
Bill Offset

MONTHLY UTILITY BILL SAVINGS

Pre-Solar Bill Post-Solar Bill

Month	Pre-Solar Bill	Post-Solar Bill
Jan	\$350	\$10
Feb	\$320	\$10
Mar	\$320	\$10
Apr	\$320	\$10
May	\$300	\$10
Jun	\$320	\$10
Jul	\$420	\$10
Aug	\$420	\$10
Sep	\$380	\$10
Oct	\$350	\$10
Nov	\$300	\$10
Dec	\$320	\$10

ELECTRICITY RATE NET ENERGY METERING (UTILITY RATE)

Utility Rate Sample Residential Utility Rate Edit

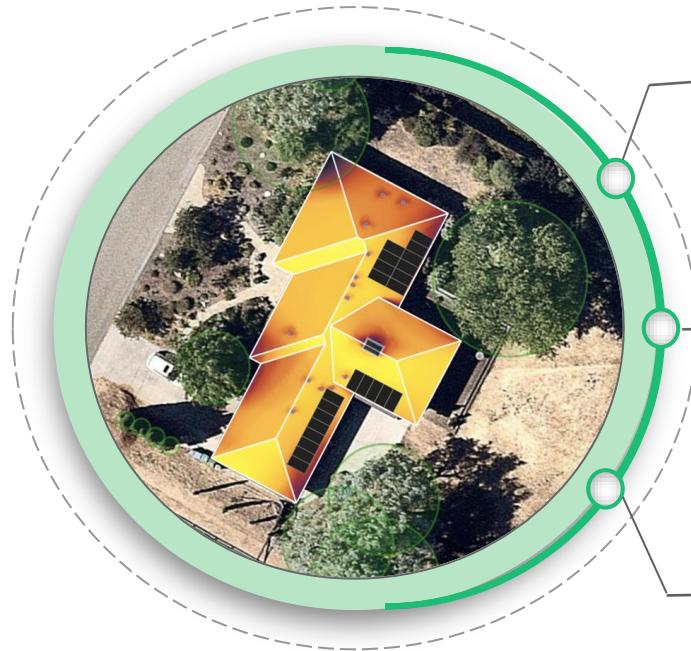
Select different post-solar utility rate

Net Surplus Compensation \$ 0 per kWh Cash

SHOW ADVANCED

Middle click + drag or Hold space + left click

Essential Technologies



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Solar Software
e.g. Aurora

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Changes To Your Sales Pitch



Close and Follow Up

Recommended Sales Pitch Changes

Tips



Use your webcam



Create a structured outline



Build trust

- Empathy
- Slow down and listen
- Tone of voice



It's okay to be human



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Essential Technology

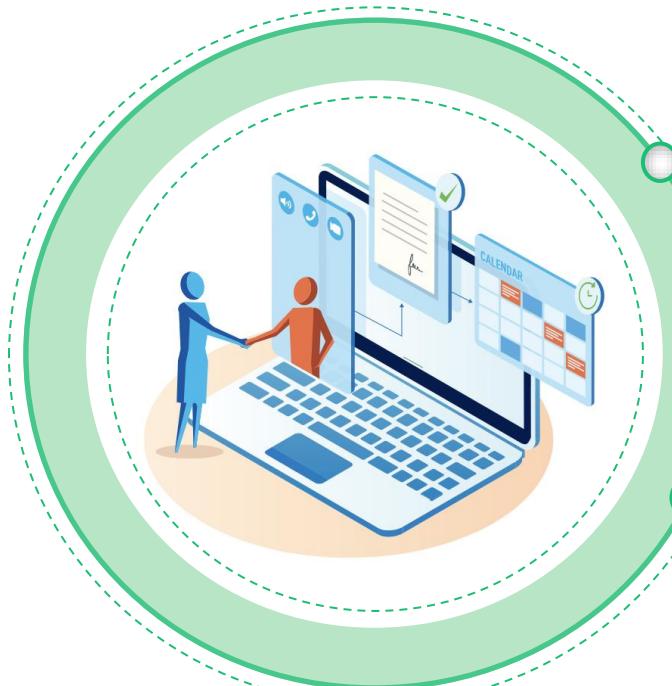


Changes to Your Sales Pitch



Close and Follow Up

Tips for Closing the Sale



Ask for the sale



Don't assume



Zero Down options

Handling Common Objections



Now's not a
good time...

* See our playbook for more common objections
and how to overcome them

Connect With Us

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egoldstein@aurorasolar.com

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Questions?