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**28 July 2022**

2:00 pm - 3:00 pm | EDT, New York City

11:00 am - 12:00 pm | PDT, Los Angeles

8:00 pm - 9:00 pm | CEST, Berlin



**Ryan Kennedy**  
Editor  
pv magazine USA



**Anne Fischer**  
Senior editor  
pv magazine USA



# Technology to navigate a slowing economy and achieve solar installation growth




**Stephen Gerken**  
Product marketing manager  
**Aurora Solar**



**Sherry Huang**  
Sr. product marketing manager  
**Aurora Solar**

# Welcome!

Do you have any questions? ? 

Send them in via the Q&A tab.  We aim to answer as many as we can today!

You can also let us know of any tech problems there.

We are recording this webinar today. 

We'll let you know by email where to find it and the slide deck, so you can re-watch it at your convenience.  



# Technology to navigate a slowing economy and achieve solar installation growth

July 28, 2022

[aurorasolar.com](https://aurorasolar.com)





## Today's Presenters



Sherry Huang  
Senior Product Marketing Manager

Stephen Gerken  
Product Marketing Manager



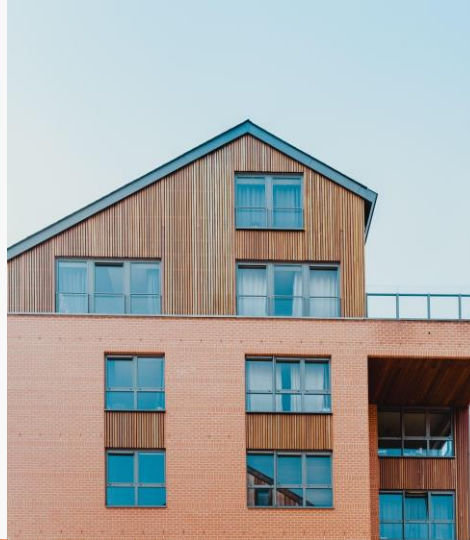
## Agenda

1. Get More High-Quality Leads
2. Qualify Leads Faster
3. Close More Deals
4. Q&A



1

# Get More High Quality Leads







## Customer Acquisition is Costly

# 20%

of solar costs are attributed to  
customer acquisition

(compared to 18% in 2020)





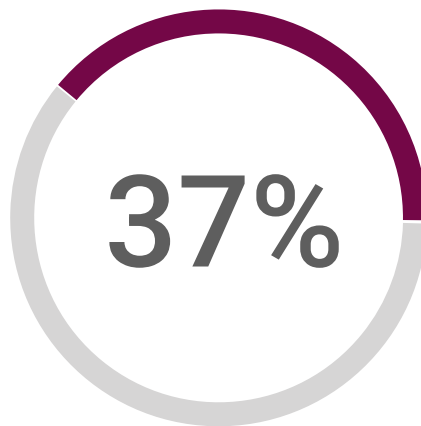
**What changes are you considering to combat a potential economic slowdown?**

**21%**

Of solar installers plan to cut marketing spend



Installers are using external services to generate a large portion of their leads.



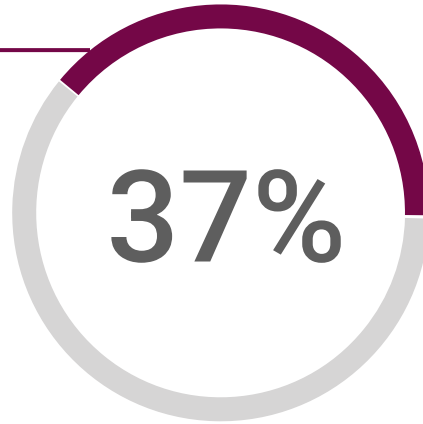
**External Lead Services**



Installers are using external services to generate a large portion of their leads.

## Benefits

1. Get leads on-demand
2. Supplement your current pipeline

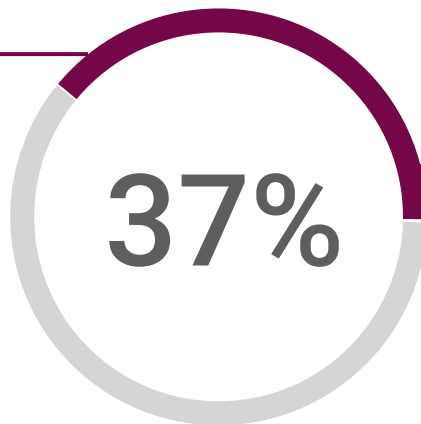


**External Lead Services**

Installers are using external services to generate a large portion of their leads.

## Benefits

1. Get leads on-demand
2. Supplement your current pipeline



## External Lead Services

## Risks

1. Reliant on 3rd party vendors
2. Can't improve your lead process
3. As more installers buy the leads they become less valuable



What new growth opportunities do you see in the next 6-12 months?

38%

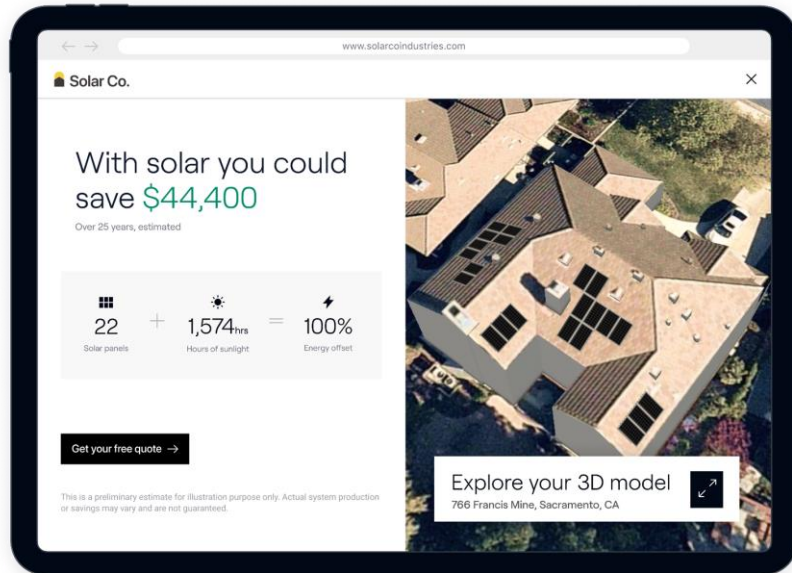
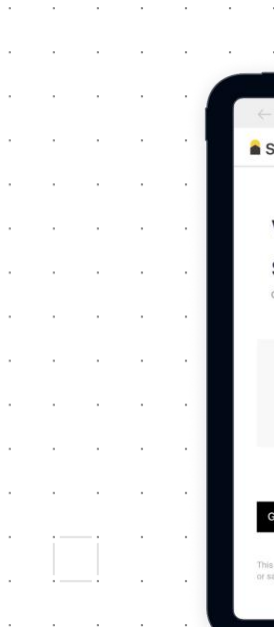
Of solar installers said they will incorporate new lead generation channels





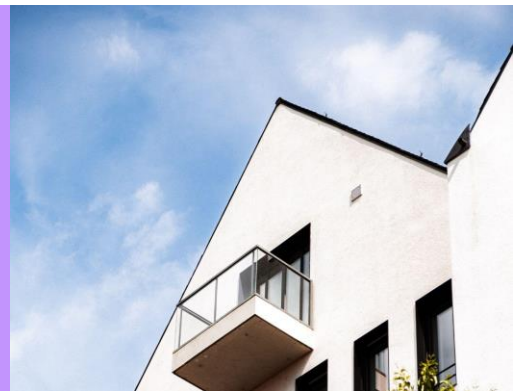
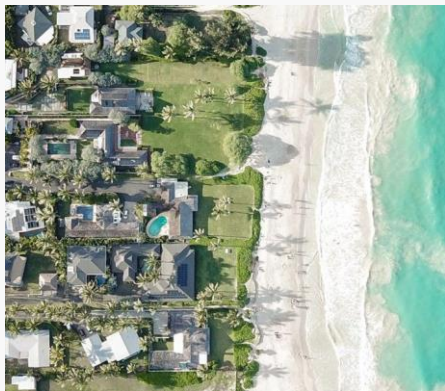
Get More High Quality Leads

## Interactive Lead Capture Demo





## 2 Qualify Leads Faster







Qualify leads faster

## Customers Want Answers Fast

7X

Prospects are 7x as likely to attend meetings if contacted within an hour, compared to those contacted >1hr after.





Qualify leads faster

## Get Ahead of the Competition

# 78%

78% of customers buy from the company that responds to their inquiry first.





Qualify leads faster



**Fit**

Are they actually a  
good fit for solar?



**Engagement**

Are they actively engaged  
with intent to buy?

What makes a solar lead  
"qualified"?



Qualify leads faster

## Common delays in the lead qualification stage



Working unqualified leads



Manual, time-consuming processes

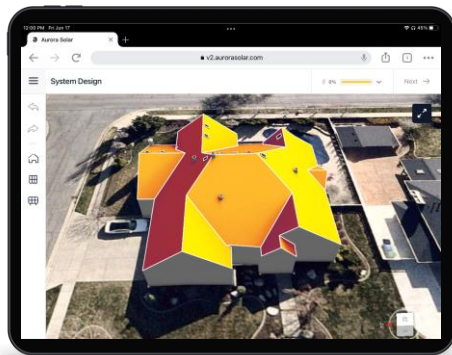
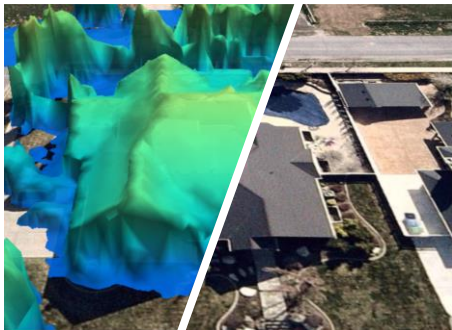


Homeowners losing interest





Qualify leads faster



One Click

### LIDAR & Nearmap Imagery

Data & AI allows Aurora to create an accurate 3D model automatically

### Complete in 30 Seconds

The model is ready and complete with LIDAR & Irradiance to ensure accuracy

### Ready to Sell

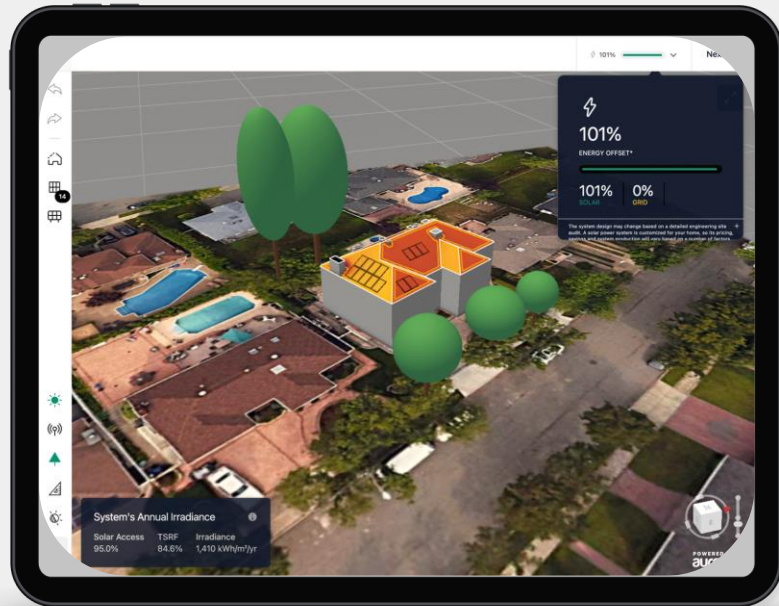
Spend more time selling and less time modeling





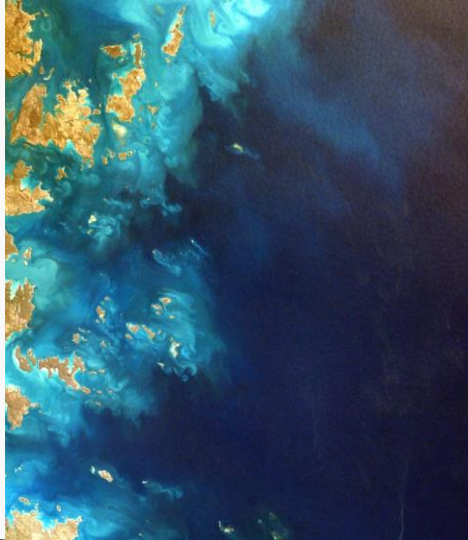
Qualify leads faster

## Sales Mode Demo with Aurora AI





# 3 Close More Deals





Close more deals

## Stand Out from the Competition

# 47%

47% of customers get 3+ quotes before making a decision to go solar.





Close more deals

## Common delays that could lead to lost deals



Complex, manual workflows across teams



Inaccurate quotes & proposals



Shopping around to competitors







Close more deals

**What new growth opportunities do you see in the next 6-12 months?**

**42%**

Of solar installers said they will invest in new tools to improve operations

**34%**

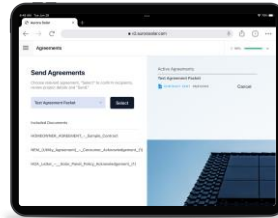
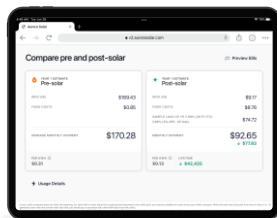
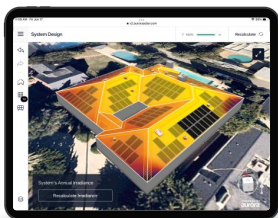
Of solar installers said they will be selling remotely/virtually







Close more deals



## Accurate 3D designs

Use interactive visuals with numbers that give your team confidence



## Integrated financing

Provide customers with flexible financing options to show transparent savings estimates



## Documents

Automatically generate contracts with integrated e-signature



## Customization

Create custom pages to show of your brand and differentiate your company



Close more deals

## Closing the deal with Sales Mode Demo

The image shows a tablet displaying a web application interface for Solar Co. The background of the app is a scenic photo of a modern house with palm trees and mountains. A white modal form is centered on the screen. At the top left of the form is the Solar Co. logo, and at the top right is the date "May 11, 2022". The main heading reads "Start building your proposal with Aurora Sales Mode." Below this is a location pin icon followed by the address "26 Everett Ave, Staten Island, NY 10309, USA". There are three input fields: "Name" with "Joe" and "Solar" as suggestions, "Phone" with "(123) 456-7890", and "Email" with "Joe@1234mail.com". At the bottom of the form is a dark button with a right arrow and the text "Start Proposal". At the very bottom of the screen, in small text, is a disclaimer: "The information provided in this proposal is a preliminary estimate for illustration purposes only. This proposal is based on estimates and assumptions that may or may not be realistic, and does not provide any guarantee of actual system production, savings, utility rate, or any other data. This proposal is not a bid for work, an offer for financing, nor a binding agreement."

Solar Co. May 11, 2022

**Start building your proposal  
with Aurora Sales Mode.**

📍 26 Everett Ave,  
Staten Island, NY 10309, USA

Name

Phone

Email

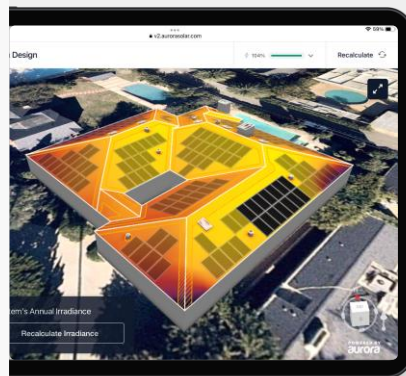
→ Start Proposal

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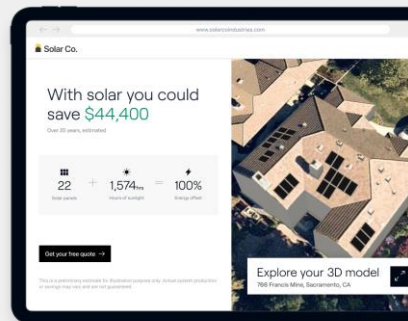


# Improve your Business with AI

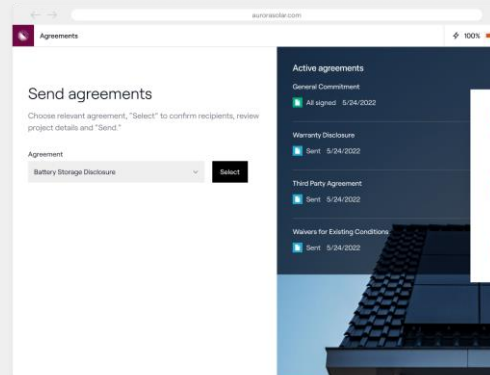
## Qualify leads faster



## Get more high-quality leads



## Close more deals





Thank you!





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## Q&A



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by Ryan Kennedy



## Qcells to secure solar glass from Canada for its US manufacturing operation

by Anne Fischer



**Most-  
read  
online!**

# Coming up next...

## **Wednesday, 10 August 2022**

10:00 am – 11:00 am PDT, Los Angeles

1:00 pm – 2:00 pm EDT, New York City

## **Thursday, 11 August 2022**

10:00 am – 11:00 CEST, Berlin, Madrid

9:00 am – 10:00 am BST, London

**Many more to come!**

**What is  
solar  
intelligence?**

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performance  
at scale with  
HJT**

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**Thank you for  
joining today!**