



# Solar Sales Expert

## Excel at selling PV on cost-savings

### 1-DAY INTERMEDIATE COURSE

Learn how to win projects based on convincing financial proposals and wholesome solutions instead of pure tech-talk.

A complex product and high investment requires more customer education. Decisions are taken based on savings and returns. For solar companies, assessing solar projects financially is a skill just as important as understanding the technical side.

In this course, you will understand how to do and read financial calculations for PV systems (big and small) based on your client's consumption and needs. We will check in on project management and optimise your quoting and turnaround times.

Last but not least we provide a case study to practice your new skills so that you can walk out and close deals confidently.



## Our trainers

GREEN's trainers come from across Africa and are all invested and experienced in the solar industry. All trainers undergo high quality training in our teaching methods and our standardised course material before becoming accredited as GREEN trainers. Our team currently consists of over 20 trainers for all skill levels.



## Accreditation

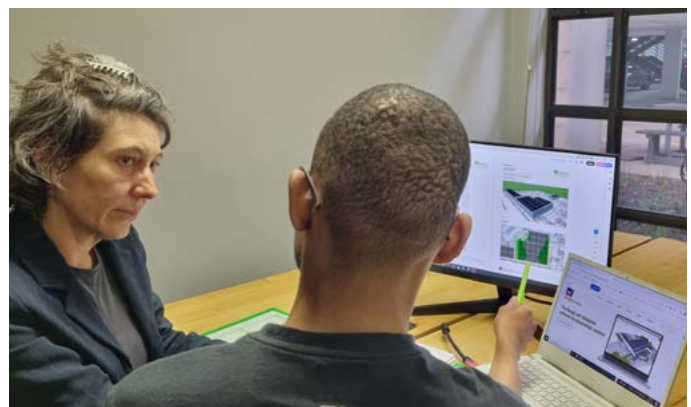
The Solar Sales Expert course is accredited by the German Solar Energy Society (DGS). You receive an internationally-recognised certificate of participation issued jointly by GREEN Solar Academy and DGS.



**Master solar industry marketing and sales strategies**



**Learn to do and read feasibility calculations**



**Create a competitive advantage by streamlining your quoting process**

# Solar Sales Expert

Use savings and financial proposals to win customers



## Target Audience

Professionals dealing with customers and banks on projects where “load shedding” is not the single argument anymore, such as:

- Solar entrepreneurs and founders
- Sales team leaders and staff with basic technical solar knowledge
- Company owners and managers who want to optimise their operations

## Pricing

- The course costs ZAR 2 900 (excl. VAT)
- 10% discount for Alumni
- 12% early bird discount for bookings 8 weeks before
- Payment must be made 2 weeks before the start of the course
- Cost includes lunch, coffee breaks, exercise handouts, certificate fees

Book online at [solar-training.org](http://solar-training.org)



## Prerequisites?

Basic solar knowledge is a prerequisite for this course; we recommend having done at least our Solar 101, or the SuperSolarSchool if you are technically inclined. Pre-knowledge in the field of sales and accounting will be an advantage.



Join our course and begin your PV journey



## Main Topics

This course focuses on selling solar PV based on cost-saving arguments.

Topics are:

- Marketing and Sales strategies for the solar industry
- Feasibility calculations for PV systems with case studies
- Project Management: Quoting for solar projects
- Exercise: Case Study on financial proposal preparation

**Interested in the Solar Sales Expert? Contact us!**

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