

BOXING LESSONS FOR SOLAR INSTALLERS

PRESENTED BY MARK STROUB, VICE PRESIDENT OF STRATEGIC MARKETS

Cost of a solar installer's customer acquisition:

NEARLY \$4,000



Average cost of that same customer's cancellation:

\$2,500



Percentage of customer acquisition costs within an average residential solar system's price:

25%



How can solar installers beat competitors to the punch, attract customers, retain business, and stay top-of-mind throughout the often lengthy customer journey? Offer customers a customized box of energy- and water-saving products at the right time.

HERE'S HOW IT WORKS:

ROUND 1

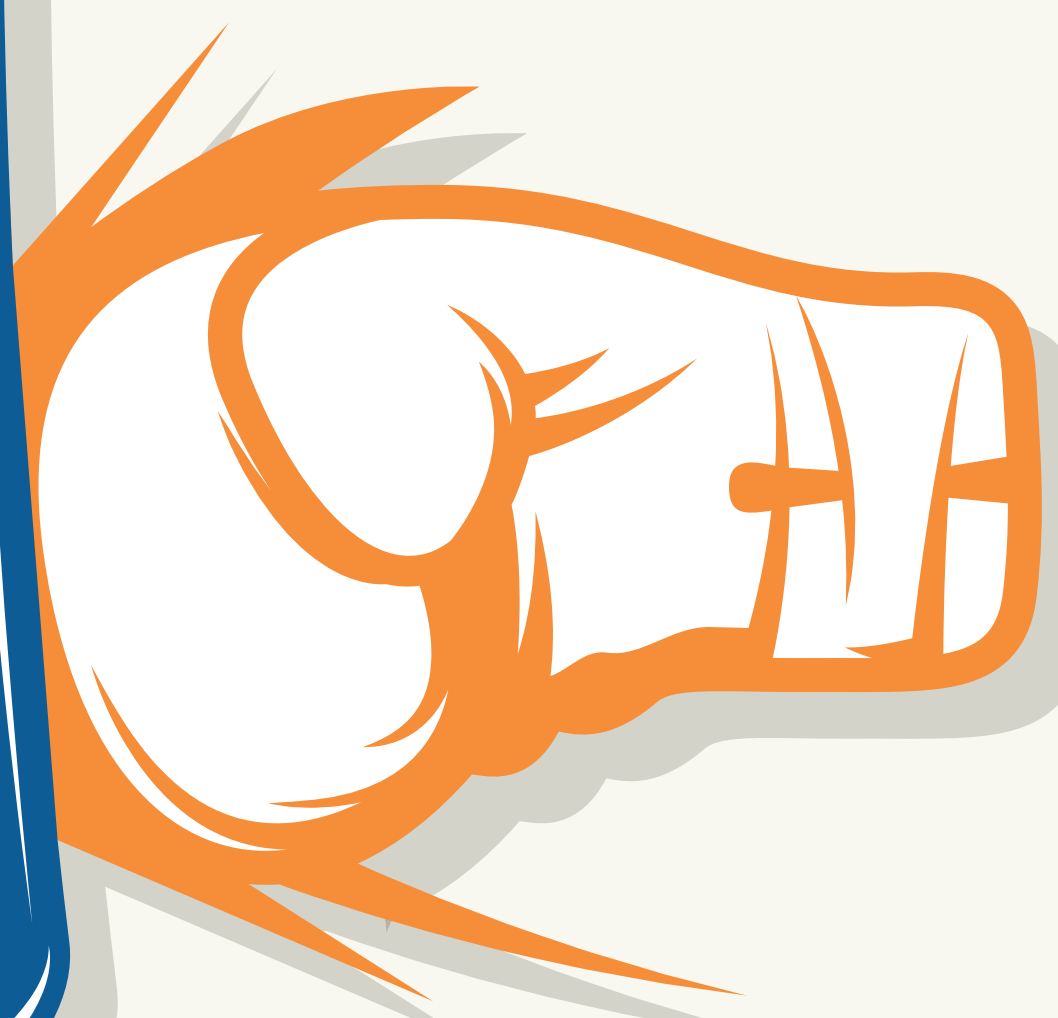
Pick Your Products. Work with a dedicated expert to choose from thousands of products that match your price point. Fill your box with anything from high-end water-saving showerheads to smart LED light bulbs, ecobee or Nest smart thermostats, or even a hot plate to encourage eco-friendly cooking.

ROUND 2

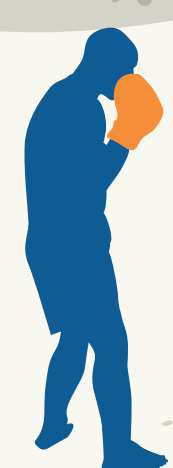
Choose Your Design. Choose our base box design or ramp it up with a customized look—either way, the box will put your brand's best foot forward. We also provide a matching insert flyer explaining each product's usage and providing more information on your company.

ROUND 3

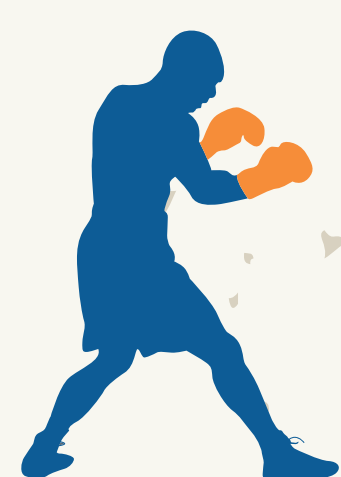
Delight Your Customers. Your customers will be thrilled to receive a free box of products to help them become even more sustainable alongside their new solar panels.



WINNING BOX COMBINATIONS



Welcome. This tactic is deployed at various levels with most customers. A welcome box for new customers boosts customer retention and brand recognition.



Sales Enticement. Solar companies are utilizing product bundles to increase their sales teams' closing percentages.



Digital Marketing Enticement. Due to the competitive landscape in digital marketing, teams are utilizing more advanced tactics to draw in customers. Free products are often offered to improve lead generation.



Customer Retention. Lead times between sale and construction are on the rise, and customer anxiety and buyer's remorse tend to grow with time. Tactfully timed product boxes help re-engage customers with tangible items to remind them of the solid investment they made.

EARLY KIT PILOTS

HAVE INCREASED
CUSTOMER PULL-THROUGH BY 10%
AND
CUSTOMER ACQUISITION BY 15%.

LOWER CUSTOMER
ACQUISITION
COSTS

DECREASE
CANCELLATION RATES
BOOST CUSTOMER PULL-THROUGH
INCREASE CUSTOMER ENGAGEMENT
GROW CUSTOMER
SATISFACTION

ENCOURAGE
WHOLE-HOME
EFFICIENCY

SCAN
ME

