



Solarpowergetics

Want to Sell Solar?

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Sales jobs come in all shapes and sizes. In general, a sales force generates sales, provides customer service, manages product lines and conducts public relations. However, the nuances of specific duties and responsibilities clearly demonstrate the fact that no two sales jobs are ever alike. The boss must clearly establish the parameters for a new sales force and constantly measure the return on investment. A sales force, even one operating on commission, is an expensive proposition.

By the way, if you are the owner of a small business, the best way to fulfill your essential needs is to suck it up, get from “good to great” at selling and do it yourself.

Sales forces comprise a myriad of different personalities. There are your college-educated but cash-strapped victims who spent years training for another profession and never intended to be salespeople in the first place. Then there are the dedicated salespeople that graduated in a field somewhat related to sales, who are interested in professional sales development and wish to reap rewards commensurate with their level of risk.

Sales jobs differ from most other positions in a company. The sales force has a number of front-line responsibilities: it generates revenue by selling the company's products and services, it implements the company's strategies and it takes calculated risks to achieve results. The company and the rest of its support staff rely heavily on the success of the sales force.

Salespeople operate with little or no direct supervision, yet they must meet quotas and sales goals on a regular basis. Their tasks are mentally and physically demanding and require creativity, persistence, discipline, plenty of mojo and a couple doses of ninja juice. Daily exercise keeps the mind and body resilient to stressful conditions. Equally important are excellent social skills, which are essential to connecting with people and selling. A higher level of motivation, akin to entrepreneurial skills, is therefore a necessity. In the long run, a positive and healthy attitude keeps the dream alive.

Sales positions in the renewable energy industry

The renewable energy industry is emerging in a wave of incredible products and services that present an array of potential sales opportunities. Commissions at reputable solar companies typically start at \$50,000 per year, while the average sales salary is \$110,000. Competition for these lucrative positions is intense and the rejection rate is high, even for qualified applicants. For some, the motivation lies in more than just monetary gain; salespeople are often motivated by social rewards as well. Altruistic people who truly want to change the world are motivated to sell and hence make a difference.

Hiring managers look for jobseekers who have taken the initiative to learn on their own dime and time, because this means shorter training and higher chances of success. It is

expensive to train an unproven salesperson, and doubly frustrating if the trained salesperson gives notice soon after. So jobseekers, it's up to you to learn as much as you can about the renewable energy industry.

Get hired and start working it!

Conduct research on the industry and the company before leaping into a sales interview. Find out more about their products and services and learn all there is to know about a company before coming to a final decision.

Even seasoned professionals never stop learning about sales strategies, products and services. There is always a storyline to follow, so never jump into the arena without a well-rehearsed script. It can get as complex and technically challenging as you are willing to go.

Once you are ready, act like the polished salesperson that you are. Take charge, and devise ways to sell products and services quickly. You are the greatest salesperson in the world. Prove it! Follow a written plan of attack; be persistent, and follow through! Remember, make sure that you want to be there, and that you will stick around. It is absolutely essential for any career applicant to have a realistic sense of his or her own skills.

You will be competing against other applicants who are accustomed to commissioned sales positions. Learn, but keep a safe distance from them, because they grow fangs over time. They are hungrier than you, and are willing to thrust you out of the way. Save your bullets however, and position yourself away from the politics.

Instead, focus on following your sales leads. Reward your loyal customers, because that will bring them back time and time again. Be professional, and thrust your positive attributes to work. And because image is everything, it is also important to learn how to strut your stuff and dress for success. You must ooze charisma, which some people have, and others lack.

As a salesperson, you must always extend the proper courtesies and refrain from rushing any sale. Take the time to discover your customer's needs, and remember this age-old adage: "features tell and benefits sell." People prefer dealing with salespeople they like. Even salespeople prefer dealing with customers they like. Positivity comes when trust is earned, and trust is earned through respect and dignity. Even if a customer comes off rather prickly, it's not your problem. Keep your eyes on the prize, which is not only the immediate sale, but the referrals as well, which can help you more than the most expensive marketing campaigns money can buy.

Above all else, be true to yourself. If you fake it, you lose.