PV 206: Solar Business and Technical Sales

Contact Hours: 60 PHD
Louisiana Solar and Energy Lab

Course Description:
PV 206 focuses on important technical considerations for PV sales professionals, including financial analysis and system financing. This course covers technical details needed to assess potential residential PV sites and to create and present accurate sales proposals. Concepts discussed in detail include site safety, customer qualification, solar site analysis, creating conceptual design proposals, performance modeling, system costing, incentives and rebates, financial-benefit analyses, financing options, and the non-financial benefits of photovoltaic systems.

PREREQUISITE COURSE: Before participating in the PV 206 course, students MUST complete PV101.

Who can attend?
This course is focused on technicians, field managers, renewable energy employees, engineers and other people interested in enhancing their understanding of renewable energy. This course is geared toward students who are interested in, or who already are working in, the business or sales side of the residential PV industry and are looking to improve their knowledge and sales techniques or are working towards the NABCEP PV Technical Sales.

Topics:

- Introduction, Policy and Politics
- Qualifying the Customer
- Site Analysis
- Conceptual Design
- Performance Analysis
- Financial Costs, Incentives and Savings
- Economic Benefit Analysis- Financing
- Non-Financial Benefit Analysis
- Preparing a Proposal

What you get from this Course:

- Discuss the basics of policy and its effect on the solar industry
- Identify resources to learn more about policy and keep up to date with new developments
- Describe general sales tips. Identify techniques to close a sale
- Identify customer motivations and needs. Discuss project timeline with customer
- Manage customer expectations and advise about PV system limitations
- Discuss manufactures, installation, and roof warranties and explain expected system performance
- Identify jurisdictional issues (zoning, fire marshal regulations) and city, county, and utility requirements
- Understand electric bill terms, key information, and billing procedures and recognize any variations in energy use
- Property type, house orientation, roof angle and available area. Identify shading and evaluate obstructions
- Estimate array size based on customer budget, kWh consumption, and / or available roof area
- Develop price range, savings estimate, and preliminary economic analysis
- Identify overall customer considerations and general safety requirements

How can I attend this course?

For more information about this course, please contact:
lilliam.norat-david1@louisiana.edu or terrence.chambers@louisiana.edu

Click on this link to request a **scholarship** for this course:
https://forms.office.com/r/uxZnsPYWgU

Energy Efficiency and Sustainability Professional Development Courses Intake Form

Use this QR code to fill out the application for enrollment