

Speakers & host

- Guy Olian, CEO, Smart Ease
- Ben Henderson, Managing Director, The Green Guys Group/Next Green Group
- Hosted by Stefanie Di Trocchio, CCO, Smart Ease



- Founded in 2010 by Ben Henderson
- Merged with The Next Group in 2022 to become Next Green Group
- Focus on delivering cost effective electricity for our customers to lower their emissions and help them on their pathway to net zero.

4 key strategy pillars

1. Retail energy
2. Energy generation
3. Energy efficiency
4. Demand response & storage

4 differences between a residential & commercial focus

LEAD TIMES

Decision maker access more difficult & sales cycle slower

SALES

In-house, dedicated sales force best. 3rd party less effective.

PRODUCTS

Wide, diverse product range is key. More solutions, more opportunities.

WH&S

Important for working with large corps & gov. ISO certification also beneficial.



Nailing systems & processes

- Use flexible software platforms for API integrations to improve workflow efficiency
- Automate processes like lead generation & nurturing to reduce costs & improve engagement
- Minimize human interaction where possible
- Consider building custom platforms for specific needs
- Prioritize integration & automation to streamline workflows



Key strategies for commercial solar lead generation

- Grow, use and reengage your database, especially when adding new solutions to your offering
- Use tried-and-tested marketing strategies including email marketing, social media
- Consider third party lead generation, although typically this is a better tactic for residential sales
- Create strategies around state-based energy schemes

Discovery calls done right!

Use discovery calls to uncover and understand challenges your customers face.

Examples include;

- Property lease considerations
- Multiple sites
- Structural roof issues
- Cash flow considerations

READ: 5 key questions for solar discovery calls

A consultative selling approach

Have a range of different solutions in your 'tool kit' which you can potentially deploy.



Avoid immediately explaining every solution as quickly in a meeting – instead...



Actively listen to your customer, engage with them and understand their concerns.



Once you've got a grasp of their challenges, pull out the right tool for them from your kit.

Targeting by sector

- Understand the sectors you're targeting & work closely with them
- Engage with industry associations & understand industry challenges
- Present solutions to align with their needs
- Corporations have carbon emissions & net zero mandates – focus on this sector

Top 3 Smart Ease sectors

Manufacturing

Agriculture

Education

Top 3 considerations when moving from a residential focus to a commercial focus

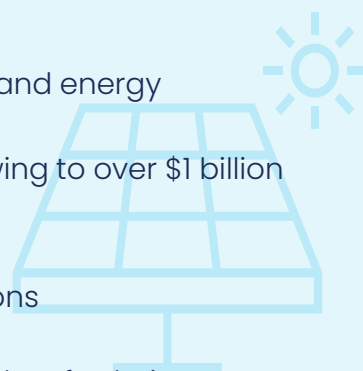
- 1) **Build and nurture a good team**, particularly in sales. Develop capacity to nurture customers over a long period of time.
- 2) **Understand your customers and their challenges**. Design your solutions to help them overcome their challenges and achieve their goals.
- 3) **Find your niche** – something that differentiates you from your competitors. Harness it, understand it and use it to drive your business forward. E.g. The Green Guys Group niche is leveraging efficiency schemes and capital solutions.

Finding your point of difference

- Offer a solution differently
- Give different, better customer service & engagement
- Bundle different services together

State-based energy schemes

- State-based energy schemes have offered incentives for solar and energy companies since 2009–2010
- The total value of incentives is around \$800 million in 2023, growing to over \$1 billion by 2025
- Challenges they seek to overcome include
 - Public lack of understanding/knowledge of energy solutions
 - Access to capital
- Financing options help overcome these challenges & drive uptake of solutions.



Landlord objections?



SELL THE BENEFITS 😊

- Happier tenants
- Adding value to their property
- Maintaining tenancy, keeping occupancy levels high
- With PPAs, there may be kick-backs e.g. a rooftop license or rental fee

ALLEVIATE CONCERNS (SUCH AS) 😞

- Roof penetrations & leaking roofs
- Future costs of maintenance or removal

Industry associations

Smart Energy Council, ATP
Climate Council, ESAA, SEIA

Free learning
resources

Networking & events

Latest news & data