

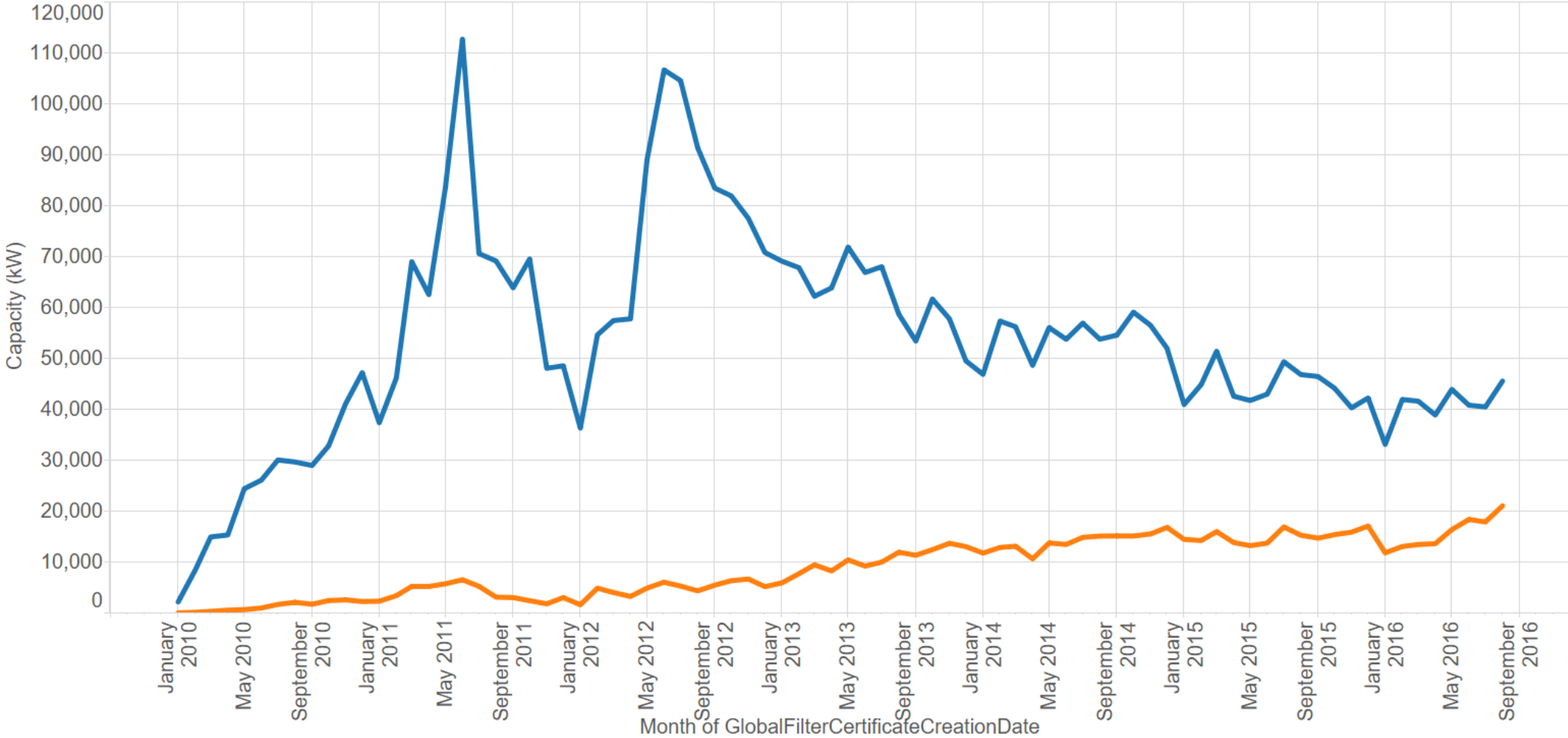


Commercial Market Trends

Warwick Johnston – SunWiz

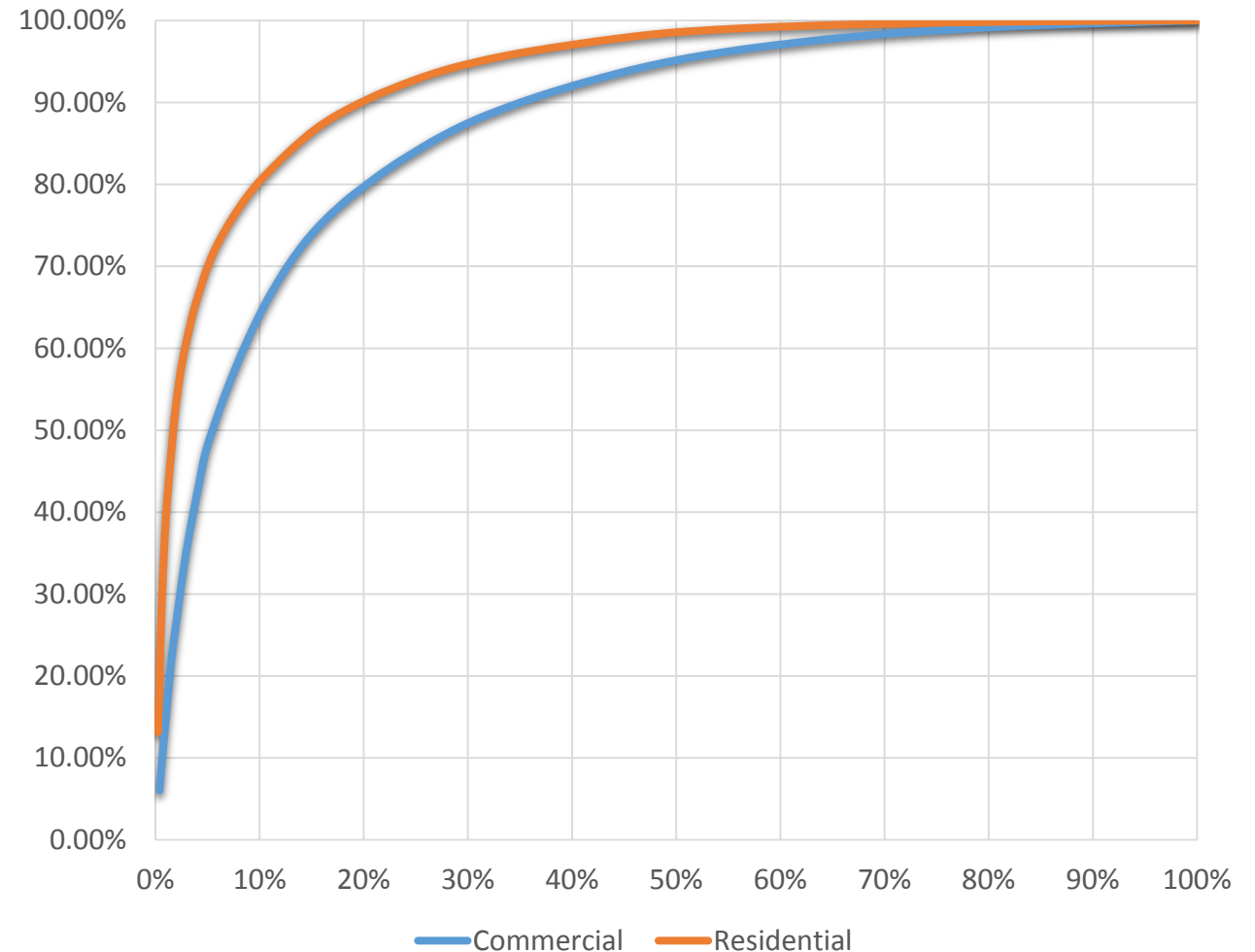
All Energy 2016

Die a slow death... or tackle commercial



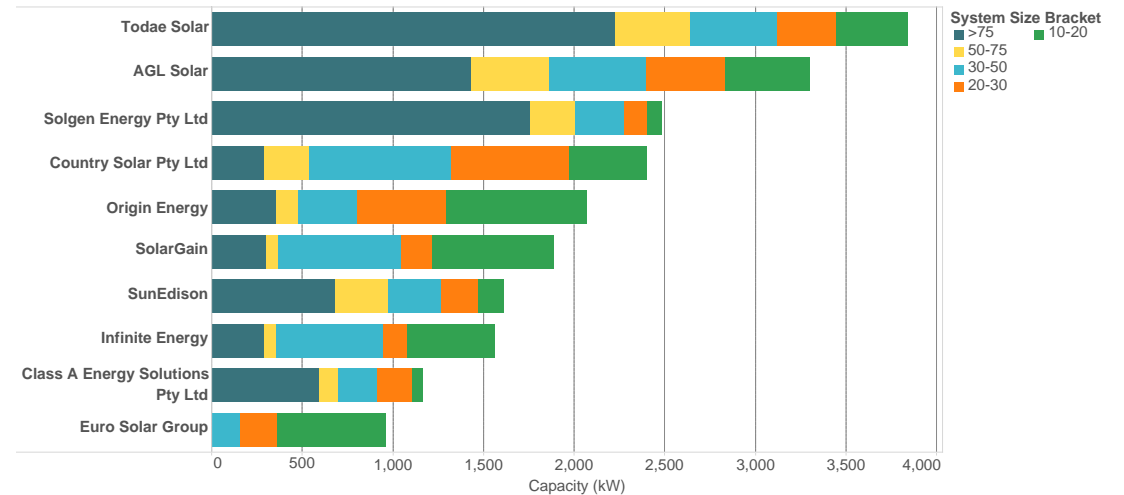
There's actually LESS competition in commercial!

- 80% of residential PV captured by 10% of the market.
(40 of 400 companies)
- 80% of commercial PV captured by 25% of the market
(50 of 250 companies)



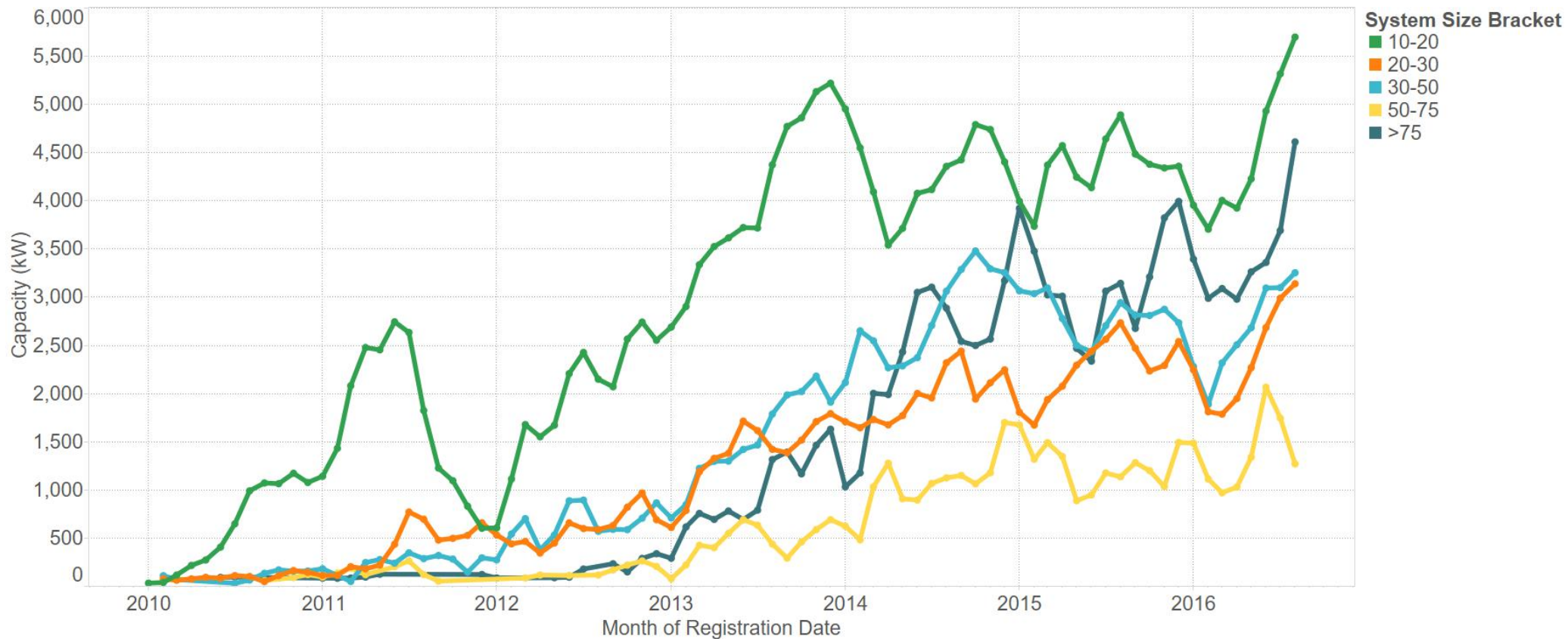
How should you approach the commercial market?

- It's challenging to tackle commercial
 - Longer gestation
 - Greater due diligence
- Problem: most solar companies aren't very efficient
 - At targeting leads
 - At converting prospects
- The best companies
 - have a highly efficient intelligent process
 - are professional in approach

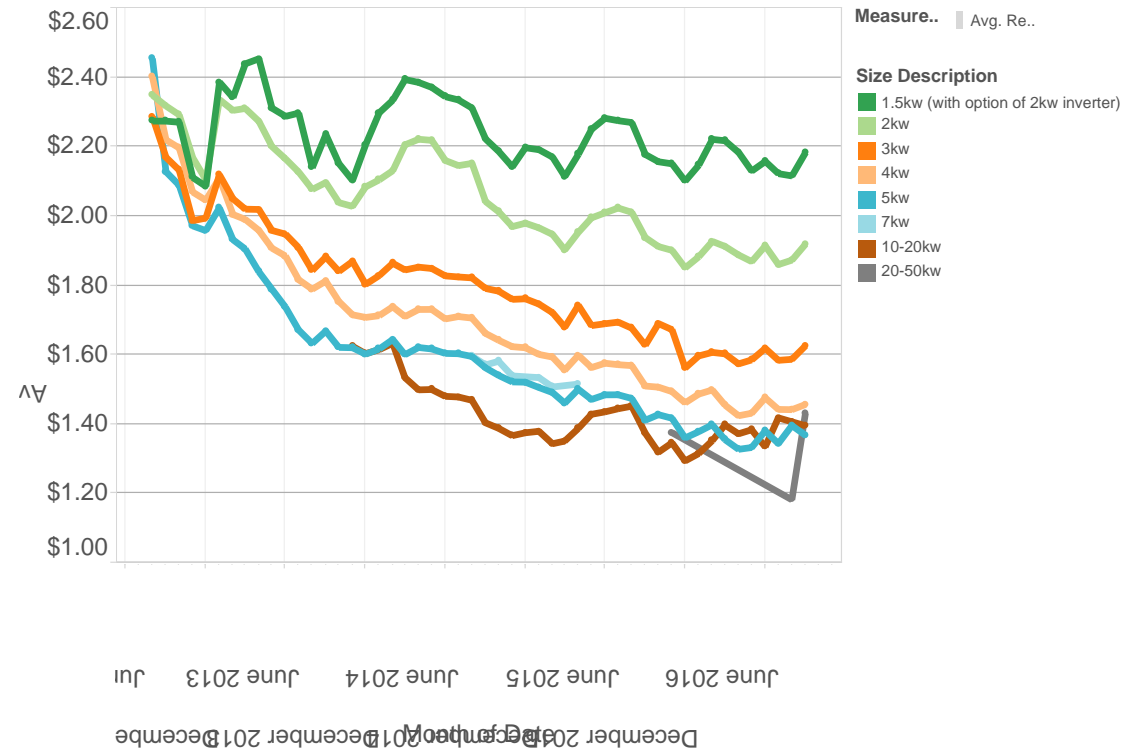


Which sizes should you concentrate on?

- 10-30kW easiest for small PV companies, faster turnaround, higher ROI for customers
- 75-100kW fastest growing but requires specialist focus. You must be able to calculate peak demand savings.



Price trends require efficient processes & price differentiation

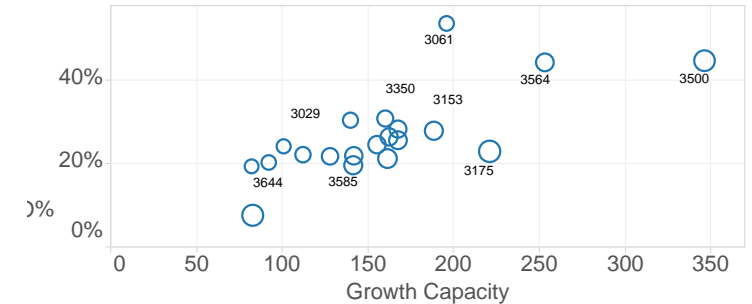


What you need to do for an efficient process

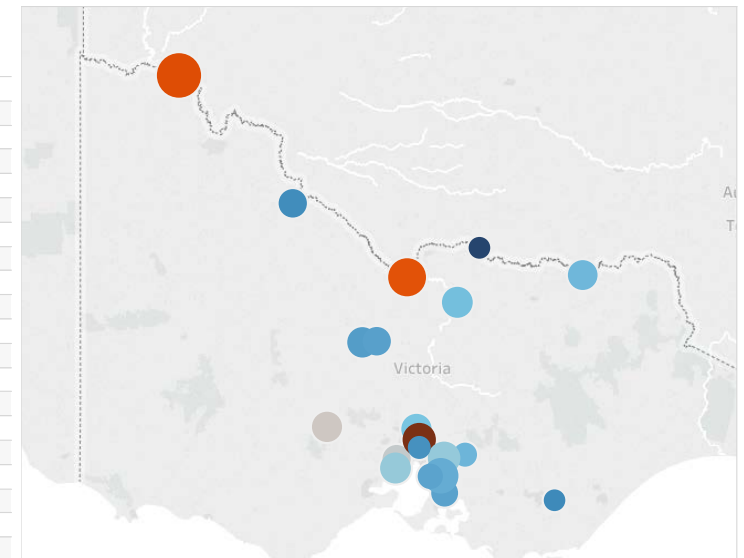
- Fill the pipeline with high quality leads
 - Plant seeds in the most fertile soil
 - Target the best locations and industry segment
- Best Locations to target →
- Can also provide best industry segments
- PVsell provides contact details of best businesses

Top N 20
VIC

Industrial & Utility
 Large Commercial 50-100
 Medium Commercial 25-50
 Micro Commercial 7-9
 Resi (<6.5)
 Small Commercial 10-25

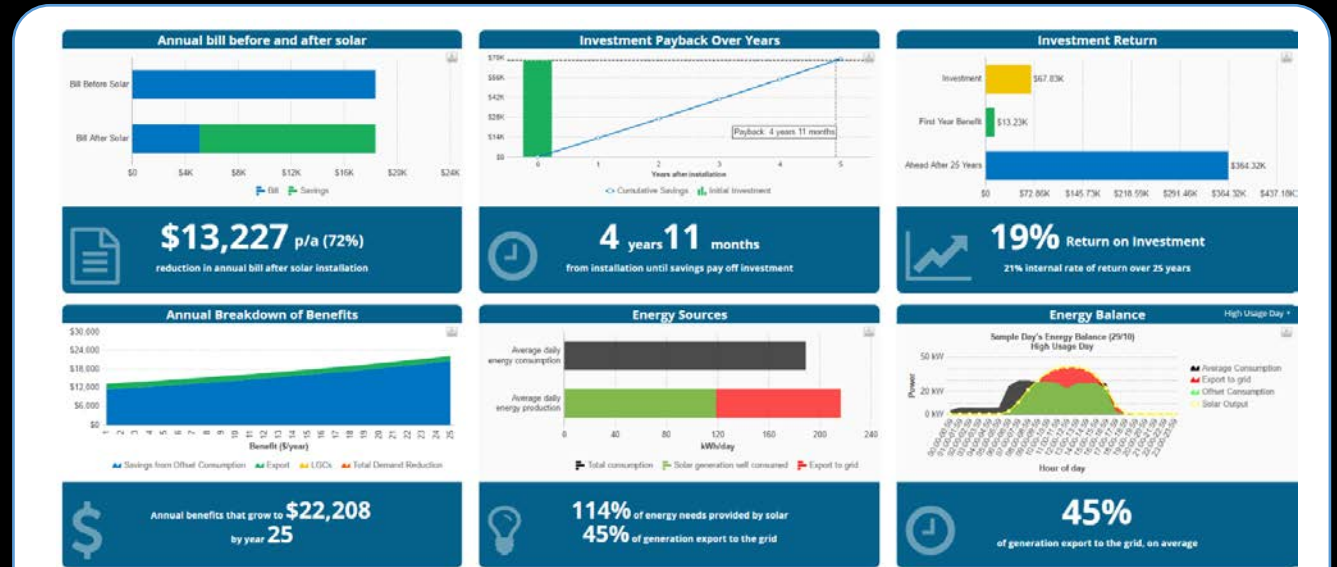


Postal Code	Suburbs	Capacity	Market Share %
3175	Bangholme, Da..	1,196	23%
3644	Barooga, Cobra..	1,162	8%
3500	Mildura, Mildura..	1,124	45%
3550	Bendigo, Bendig..	923	21%
3153	Bayswater, Bay..	863	28%
3585	Castle Donningt..	862	20%
3630	Branditt, Cania..	832	25%
3564	Bamawm Exten..	830	44%
3551	Arnold, Arnold ..	799	22%
3690	West Wodonga...	798	24%
3064	Craigieburn, Do..	782	26%
3030	Cocoroc, Derrim..	769	28%
3977	Botanic Ridge, ..	716	22%
3350	Alfredton, Baker..	682	31%
3195	Aspendale, Asp..	626	22%
3029	Hoppers Crossi..	604	30%
3061	Campbellfield	565	53%
3058	Batman, Coburg..	554	20%
3139	Beenak, Don Va..	522	24%
3844	Blackwarry, Calli..	507	19%



Optimal Conversion

- Need highly impressive proposal that
 - Addresses the customer's purchasing motivations, speaking your customer's language.
 - Builds trust and rapport, ideally customer 'owns' outcome
 - Differentiates you from your competition (so you aren't competing on price alone)
 - Takes very little time to produce. 3-click proposal



Your New PVsell Proposal

ACCURATE CHARTS & FIGURES MADE SIMPLE
 YOUR CHOICE OF PAGES TO INCLUDE
 YOUR CHOICE OF PAGE ORDER
 CUSTOM COVER LETTER

EASILY INSERT YOUR OWN PDF PAGES
 CUSTOM GRAPHS & CALCULATIONS
 PAGE RECOMMENDATIONS
 CUSTOM TEMPLATES

YOUR LOGO

Your System
 Name: John Smith
 Address: Sunny Way, Byron Bay, NSW, 2482

Project Summary
 System size: 5kW
 Panels: Great Panels
 Inverter: Good Inverter
 Features: Best performance, Top Efficiency, Winning Power

Total Cost \$8,000
 Total Savings \$1,221

YOUR LOGO

ABOUT YOUR COMPANY

Award winning solar experts
 We are proudly one of the best solar companies there is! We've done heaps of great solar installs all over Australia!

YOUR LOGO

HAPPY CUSTOMERS

Find out why our customers are so happy. It's because our service is awesome and our products are the best. We rock... If solar companies were any better, they'd be too good.

I am a happy customer

YOUR LOGO

THE NUMBERS

Here are the PVsell facts and figures. Your project will save you \$x because PVsell have done a lot of hard work to make sure our engine is accurate. That means you can trust our company because we give you figures you can take to the bank! Plus you'll have confidence before you buy that your savings will be what we say they will!

YOUR LOGO

TAKE ACTION

Here's everything you need to know about how to proceed with this proposal. You need to act now because this offer is limited. Here are the instructions:
 1. Sign the form
 2. Make a deposit payment
 3. Book your installation date! That's it! So click the button and get it done!

ACT NOW

EASY TO UNDERSTAND
 PRECISE LOAD PROFILE CALCULATIONS
 CONFIGURABLE CALL-TO-ACTION ITEMS
 SHOWCASE YOUR RECENT JOBS & TESTIMONIALS

TRUST-BUILDING TOOLS
 INTELLIGENCE UPGRADES AVAILABLE
 ACCURATE TARIFF ANALYSIS & SAVINGS
 SELL MORE PV BY LOOKING HIGHLY PROFESSIONAL

Get PVsell for:

- Best in class ROI calculations
- Outstanding customer communication
- 100% tailorable proposal
- Best practice proposal templates
- Tyre kicker response kit
- Residential Hot Spots & Targeted Business Contact Details

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