



DON'T BE THAT GUY: MISTAKES TO AVOID WHEN SELLING SOLAR TO MUNICIPAL CUSTOMERS

SALES TEAM MISTAKES

"I can't believe not one of the eight members of their team was female."

– Regional Municipal Energy Program Manager

- Lack of interview team diversity
- Talking too much (and not listening enough)
- Assuming municipalities understand the basics of solar and energy, or patronizing them when they do understand

CONTRACTS TEAM MISTAKES

"The developer told me I HAD to sign the contract ASAP, but they didn't respond for three weeks when I asked follow-up questions."

– Public Works Director

- Failing to acknowledge customer apprehension regarding long-term agreements
- Inability to be flexible on clauses that minimize risk to municipalities (e.g., *change in law* provisions)
- Excluding the development team from contract discussions

DEVELOPMENT TEAM MISTAKES

"The developer thought my questions about contaminants leaching from the panels were laughable, but my community was concerned."

– Town Planner

- Failing to understand local rules, procedures, incentives, or politics
- Brushing off client questions or concerns
- Offering unrealistic timelines that do not account for contingencies or potential delays
- Failing to respond to client inquiries in a timely manner

SUCCESS STRATEGIES

- Customer service first:
 - *Be responsive*
 - *Be a trustworthy partner*
 - *Be flexible*
 - *Be a good listener*
- Bring it back to the basics (e.g., solar value proposition)
- Assemble a diverse interview team that takes the client into account
- Be the municipality's advocate by helping to garner stakeholder support
- Do your homework on local ordinances and procedures (formal and informal) as well as on municipal approvals (official and unofficial): ASK! DON'T ASSUME!
- Provide one-on-one assistance or support, as needed

Fixing mistakes can...

- **SAVE** valuable time and resources on project development
- **INCREASE** win and project completion rates

CONTACT US



FOLLOW US

DANIELLE BURNS
Renewable Energy Associate, Cadmus
617-673-7169
danielle.burns@cadmusgroup.com

