

Keys to Selling

Solar energy can be sold the same way most American products are sold: fear, greed and guilt. **Fear** is where you identify fears that the customer might have. People buy insurance because they are afraid they'll get into a car accident. The insurance gives them the feeling that really bad things won't happen because they have insurance. They may crash their car, but at least their insurance will repay the cost of the car.

Similarly, solar energy provides insurance against bad things happening. Our module may not keep them from happening but it provides some assurance that they can have heat, electricity and even clean water afterwards. Like car insurance, it can reduce their worry.

These aren't just survivalists that worry about dirty bombs, EMP, food riots, economic collapse or Ebola gone wild, but are people that have real concerns about disasters. Floods, earthquakes and hurricanes are real fears among many. In most recent disasters in America, help came within a few weeks. Our module provides energy and clean water during these periods to protect their family.

Fear

- Insure against bad things
- Reduce worry
- Protect your family

Greed

- Get a good deal: 40% tax rebates
- Make money

Guilt

- Americans are energy gluttons
- Be part of the solution,
not part of the problem
- Don't leave a polluted world to your
grandkids

Greed is another successful sales method: everyone wants to get a good deal. In most states, government incentives pay for about 40% of the cost of a solar energy system. Today, the federal government gives a 30% tax rebate and most states contribute an extra 10%. But renewables are becoming main-stream. States like North Carolina give 35% tax incentive in addition to the 30% federal incentive – that's two thirds of the cost of the system. New York State gives rebates for both water heating and for electrical generation. In some cases, the entire cost of the system is paid by the State.

Our modules are sold several ways. One way is an outright sale where a customer buys a system for its selling price. Another way is energy sharing. Here the factory buys and installs

the modules and the customer pays less for the energy he uses. Discounts can be as high as half. That's a compelling reason to go solar.

Last is **Guilt**. We Americans may not be the biggest polluter in the world, but over that last fifty years we have contributed more to global warming than any other country. Sure maybe China is polluting more now than we are, but global warming is much more our fault than theirs. Americans are energy gluttons: each of us uses 5 times more energy than the average. We use over 100 times more energy than the poorest countries.

Going solar is part of the solution, not part of the problem. Renewables reduce the carbon going into our atmosphere, the primary cause of global warming. We've been told that America has plentiful energy because of fracking (hydraulic fracturing) can extract abundant natural gas from our deep rock wells. And natural gas (NG) is much cleaner than coal used to produce electricity. Yes, NG is twice as clean as coal, but it still adds carbon dioxide to the atmosphere.

Does it make sense to fund our enemies in the Middle East because we have such a voracious energy appetite? And how much of our national budget goes into protecting us from those who would steal or cut off our energy? And how much are our national coffers drained by paying for oil at \$100 a barrel?

Don't leave a polluted world to your grandchildren. Give them a clean start in life.