

Exclusive Training

How To Use **Sunvoy** For Sales & Marketing



SUNVOY

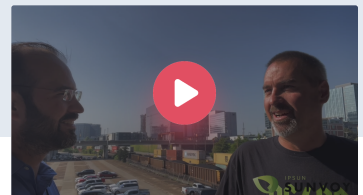
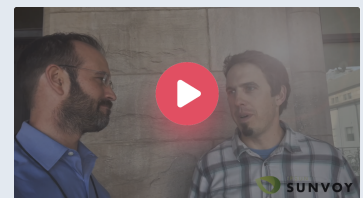
Sunvoy for Sales & Marketing Teams

Sunvoy comes with a lot of functionality and plenty of benefits for all of your team members within your solar company, but in this particular training we want to focus on the most important features for Sales and Marketing Teams:

- **Provide social proof and generate trust that your company is large, well known and experienced**
- Helps you through the sales process by displaying nearby systems and giving a sneak peak of what the process and finished product could look like
- **Sell lifetime active monitoring without any other third party tool if you wish to**
- Generate high quality referrals that convert almost effortlessly to customers
- **Generate more 5-Star reviews by prompting for a review at the right time automatically**
- Onboard legacy customers into the app and send marketing communications to defined customer segments

Sales & Marketing People like you love Sunvoy

[Click here to find out](#) what some of the largest solar installers in the country and worldwide love about Sunvoy.

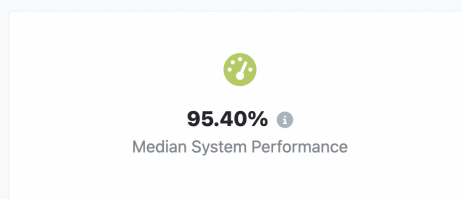
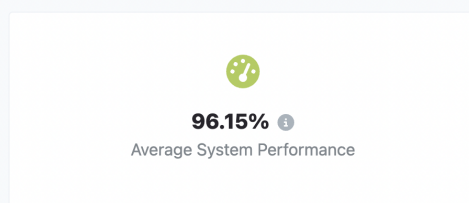
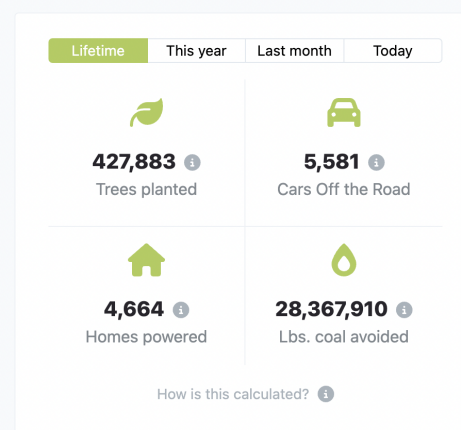
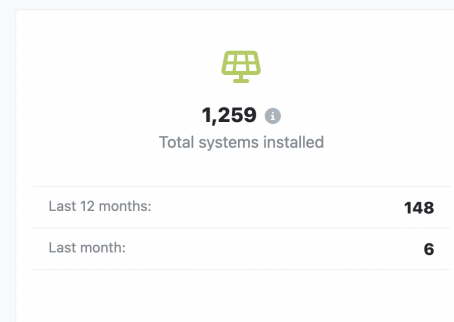


Use the Dashboard to your advantage

Sales & Marketing is about **creating trust**. A picture is worth a thousand words. It's one thing to say this and another to show actual real time numbers and aggregated statistics from your company's Dashboard to prove your point.

You can show the cumulative totals on your Dashboard during Sales Calls to make it crystal clear to your prospects that:

- Your company installs a lot
- Your company has a lot of experience
- Your company is making a dent in the environment and savings with the total energy produced
- Your company monitors systems after the installation is done



If you **sell lifetime active monitoring** and have integrated with one of our estimated performance data providers like Aurora or Solargraf; you can also **display the average and median performance of your whole solar fleet**. And mention that your O&M team has a dedicated section for "problematic systems" where you **follow up proactively with system owners** that have a problem before they have even noticed themselves.

Create Social Proof with the Systems Map

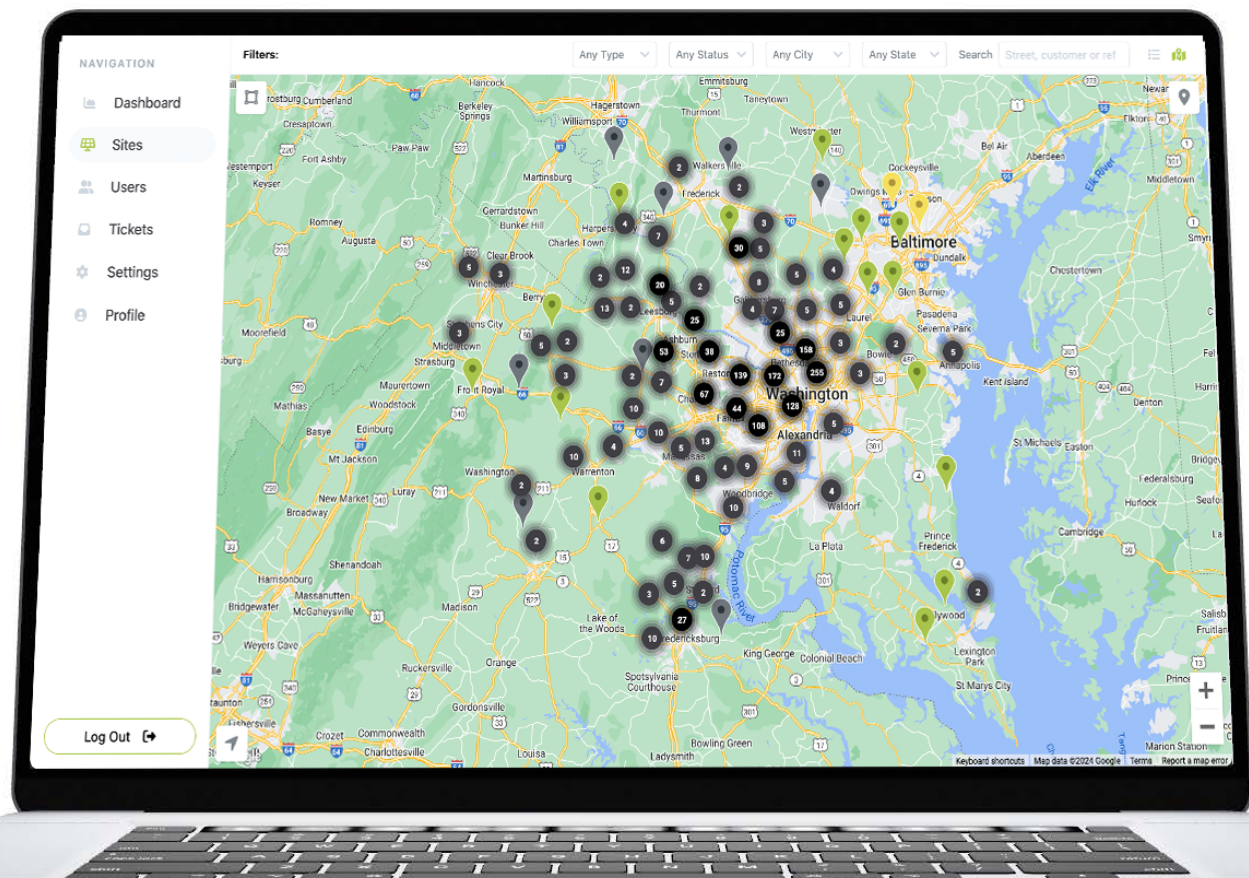
Nobody wants to be the first to try something new.

Nor wants to sit anybody in an empty restaurant. We

flock to the places that are already busy and have a line of customers waiting outside the door. There is no reason why the same wouldn't apply to selling Solar.

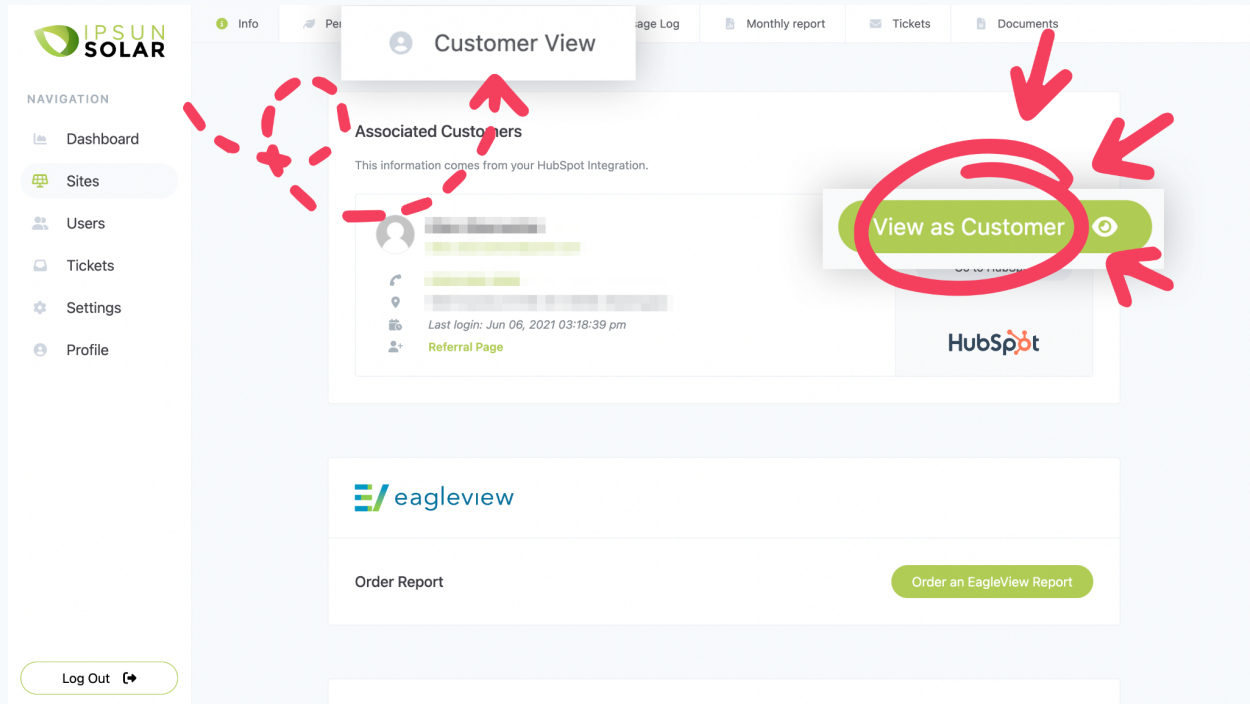
Use the system map to provide visual social proof, generate trust and confidence by making the number of systems your company has installed over the years in your city, state or region visible.

Then drill down into the individual neighborhood of your prospect and show them that even next door you have already installed multiple systems within their community they can go and visit themselves to see what it looks like from street level.



Let your prospect visualize themselves going Solar

When you click on an individual Site within the Site List or Map View you can display what the app looks like to your homeowners.



Showing this live is an invaluable sales and marketing tool. If you are in person you can even hand over your phone to a prospective customer and **let them check the solar production of an already existing system, giving them a sense of ownership which makes the whole process of going solar a lot more tangible.**

You can also show them a customer during the construction process and explain to them that they will never be left in the dark by your company about where exactly their solar project currently stands.



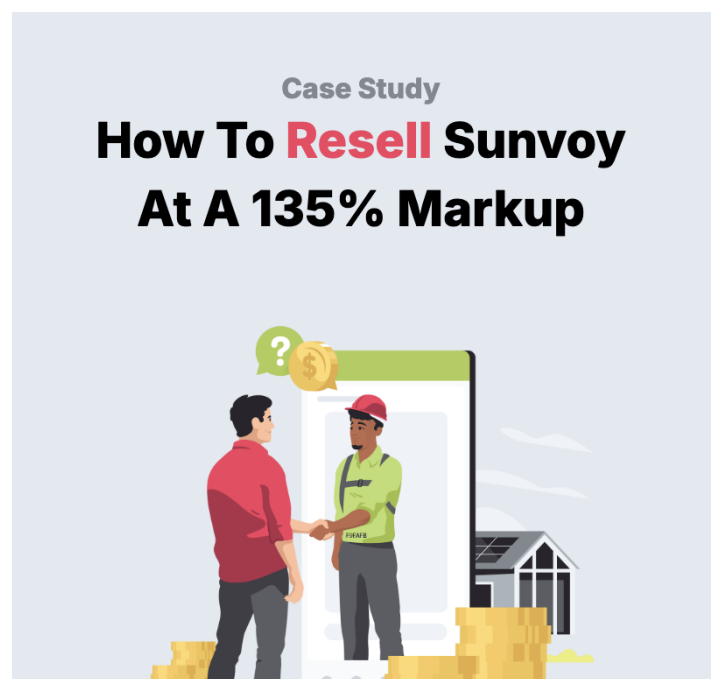
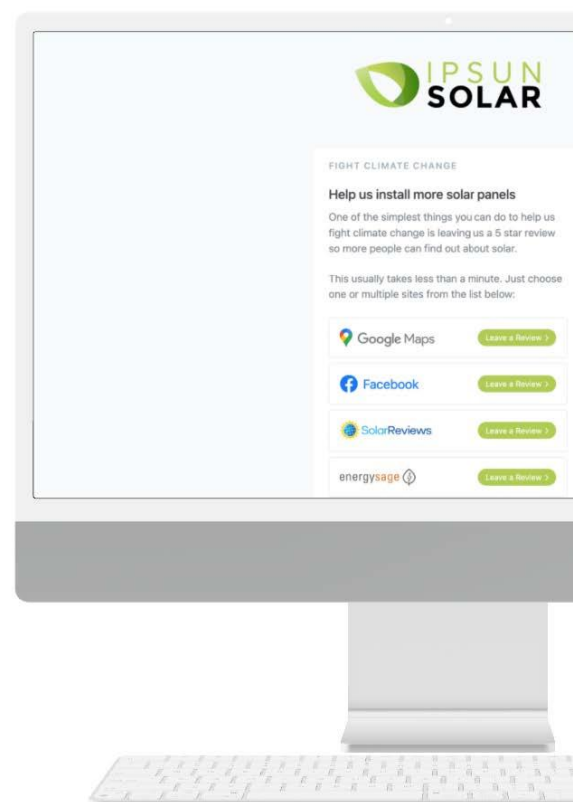
Next you can send them to the [/monitoring landing page](#), telling them that every single one of your solar systems receives access to your own native mobile app conveniently available in the Google and Apple App Stores.

Educate them about the benefits of using your own native app instead of a generic one from the hardware manufacturer. **Only through your app will they be up to date on the production process and have a direct line of communication to your company**, while continuing to use the same app once the system is online to check on their production, consumption and battery data and join your lucrative referral program.

Counter Objections

If your company decides to resell access to Sunvoy at-cost or at a markup, make sure to be aware of how to counter common objections like *"the competition already offers this for free"* or *"I don't want it"*.

[We have a whole separate case study written specifically about it.](#)



Offer Lifetime Active Monitoring

You can boost your sales and differentiate yourself from the competition by [offering lifetime active monitoring](#) as an additional service to your homeowners. All of the functionality necessary for that is already available through Sunvoy and [you can read many other reasons why and how to do that over here](#).

Sunvoy even automatically generates a [/protect landing page](#) and Logo that you can adjust to the specifics of your individual company for selling lifetime active monitoring without any other third party service like Omnidian or Solar Insure even necessary.



LIFETIME ACTIVE MONITORING

Your Benefits At A Quick Glance



Performance Guarantee

Have full confidence in your solar investment and trust to achieve the promised monthly savings with our performance guarantee. If your solar panels produce less than 95% of the annual estimate we will reimburse you the difference.



Parts & Labor Coverage

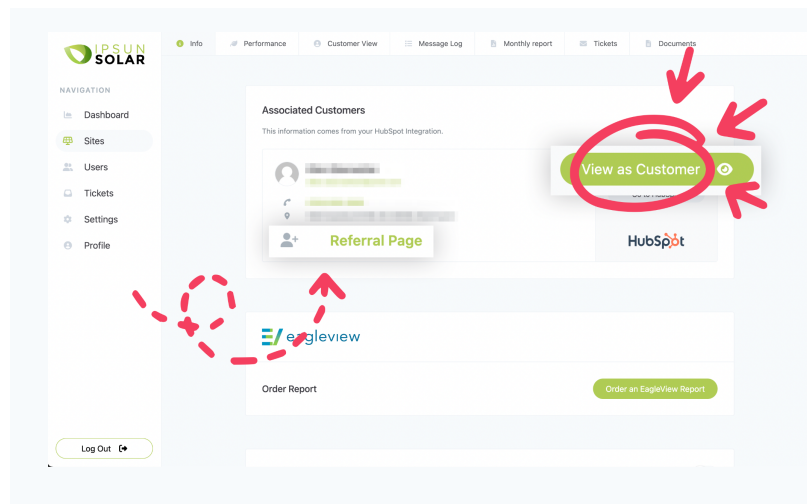
We go way past workmanship warranty and include parts and labor coverage at cost so you can sleep at night knowing that whenever you have a problem with your solar installation, our team will take care of it.

Generate Referrals

Each of your homeowners gets access to their own personal referral area. Any of your administrators can customize the content of the referral area within Settings » Referrals, Reviews & Leads.

On that settings page you can also allow your customers to submit leads directly through a form within their referral area. (We see roughly 50% being submitted directly and 50% being referred by the referral link)

Within their personalized referral area they will also find their personalized referral link, which leads to a landing page that is uniquely generated for each of your homeowners. You can get that page by either clicking "View as customer" or just copying and pasting it from the site info page.



All leads generated by your customers will be conveniently stored within the Settings » Referrals, Reviews & Leads area (remember that the settings are only accessible by administrator accounts).

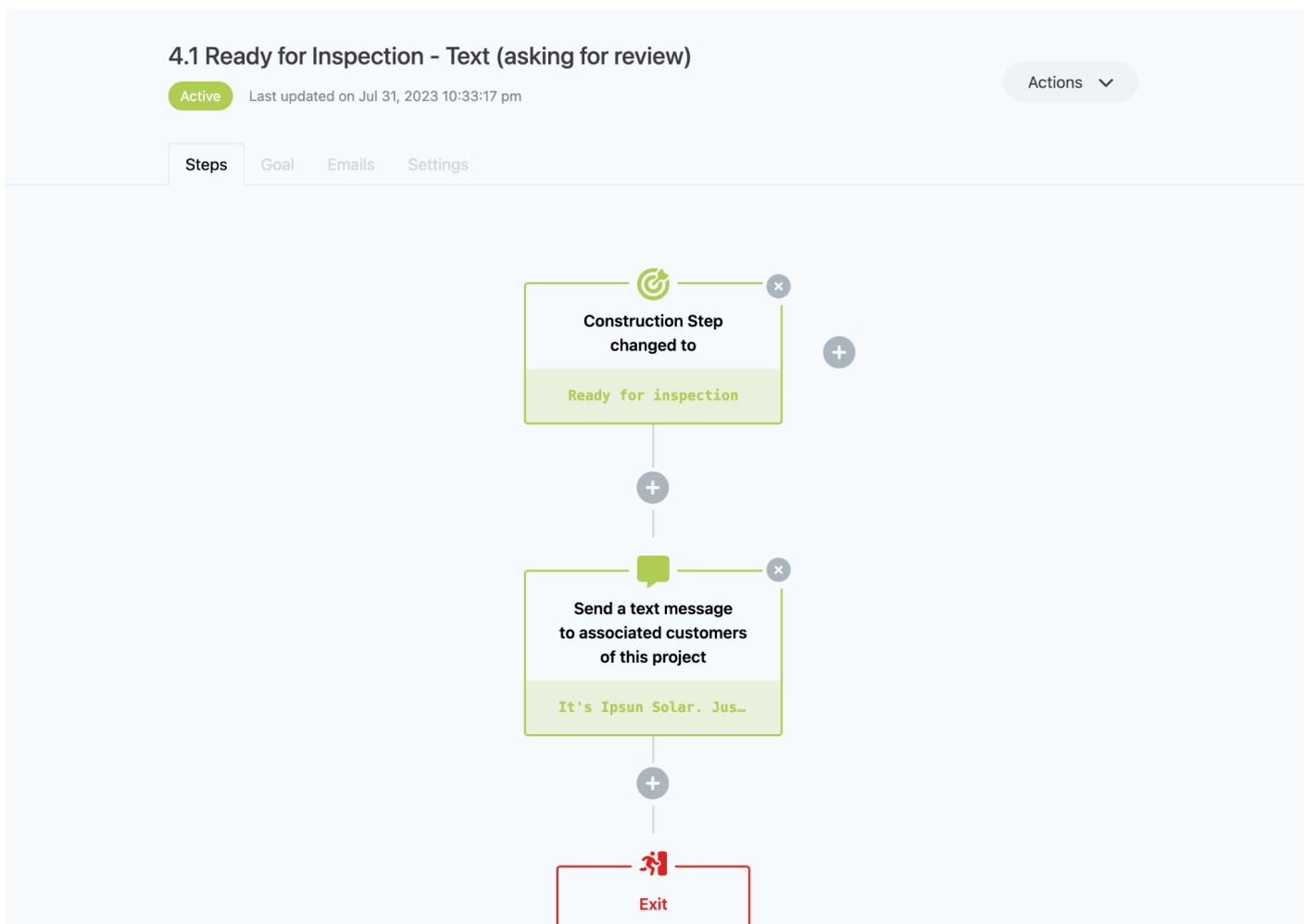
Sunvoy will automatically recognize when leads convert to customers, given that the used email address of the lead stays the same.

Automate Referrals & Reviews

Administrators can set up powerful automations within Settings » Automations. These can be used to automatically send project updates to your customers, but more important and relevant for sales and marketing is that you can as well automatically ask for reviews and referrals through different communication channels.

We recommend setting up an automation to ask for a 5-star review after the installation has been completed, and also ask for a referral a couple of days after the system has been successfully turned on.

You also can use the [/reviews landing page](#) to give your homeowners convenient access to all of your relevant review portals.



Send Broadcast Communications

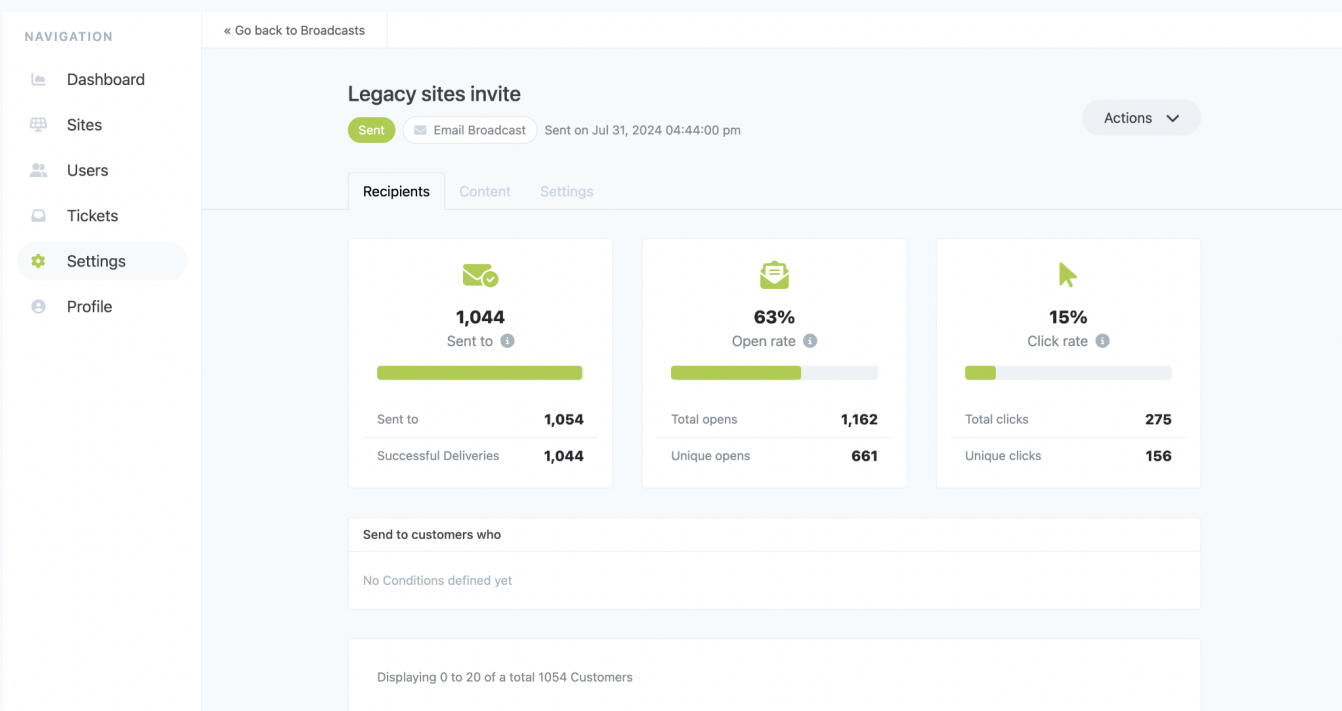
Sunvoy also gives your team the ability to send newsletter style text messages and emails to your homeowners. You can segment homeowners by different properties, for example:

- based on the inverter brand they have installed
- the day, month or year they went online
- or if they have already been given access to the app or never logged in even once

One of the biggest use cases for broadcast is [to onboard all of your legacy customers into Sunvoy](#).

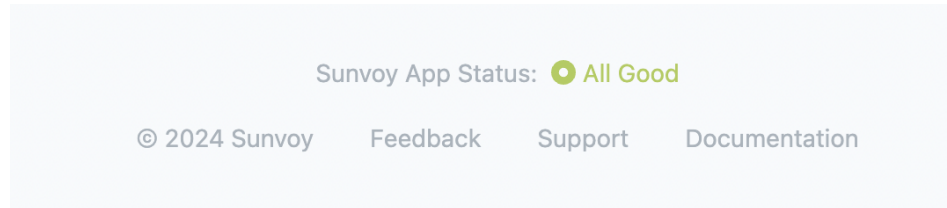
Why? Because the more users are using your app the more positive reviews and referrals you will generate.

As a baseline we have seen at least 3% of your customer base to turn into referrals, e.G. if you onboard 1,000 legacy customers into your own app you can expect to generate 30 referrals over the next few months or \$900,000 in additional referral revenue (at an avg. system size of 10kW).



Frequently Asked Questions

After logging into your app you can scroll down to the Footer and find additional resources:



Feedback & Feature Request

Something is missing or you got a great idea for a new feature in Sunvoy? Then just click on "Feedback" within the Footer Area to get access to a public forum that all installers that use Sunvoy worldwide use to pitch in. You can see if another installer already had the same idea, give your vote on existing ideas or submit your own.

Documentation

The first place to reach out to if you have a question or would like to learn more about a particular feature is the documentation. It has two separate sections for administrator and employee users, and also contains a section with frequently asked questions on how to troubleshoot issues. If you still need help please use:

Help & Support

Did you find a bug, is something not working as expected or do you simply have a question about a particular feature that was not answered within the documentation? Then click on "Support" and you will be directly in touch with our customer success team that is there to help you at every step of your journey with Sunvoy. You can as well write at anytime to support@sunvoy.com

Additional Resources

If you would like to dive even deeper into Sunvoy make sure to also check out our [YouTube Channel](#), the documentation section mentioned above and additional trainings offered for:

- [Project Managers](#)
- [O&M Teams](#)
- [General Managers & Company Owners](#)



Time to take ACTION

At this point you should have all of the necessary information and already have set up your own mobile App through Sunvoy. **Now it's time to take action and apply the knowledge to make sure your company gets the most out of Sunvoy.** Just follow this Checklist:

Checklist

- ☒ ~~Setup your Sunvoy App~~
- ☒ ~~Read through this Training~~
- ☐ Go checkout the Dashboard & think how you would use it in a Sales Call
- ☐ Go checkout the /map of all of your customers
- ☐ Find a site with production monitoring already enabled
- ☐ Find a site that is still under construction and displays the phases & steps
- ☐ Click on “View as a customer” to checkout the app as one of your customers
- ☐ Checkout the referral area and personalized referral landing page
- ☐ Checkout the Settings » Automations area & setup a review and referral automation
- ☐ Go to the Profile Area and setup a Profile Photo and phone number
- ☐ Watch the Video on how to sell lifetime active monitoring and discuss with your leadership team on how to implement it
- ☐ Watch the Video on how to onboard all of your legacy customers
- ☐ Program a broadcast to onboard all of your legacy customers
- ☐ Check out the Sunvoy YouTube Channel and subscribe for updates