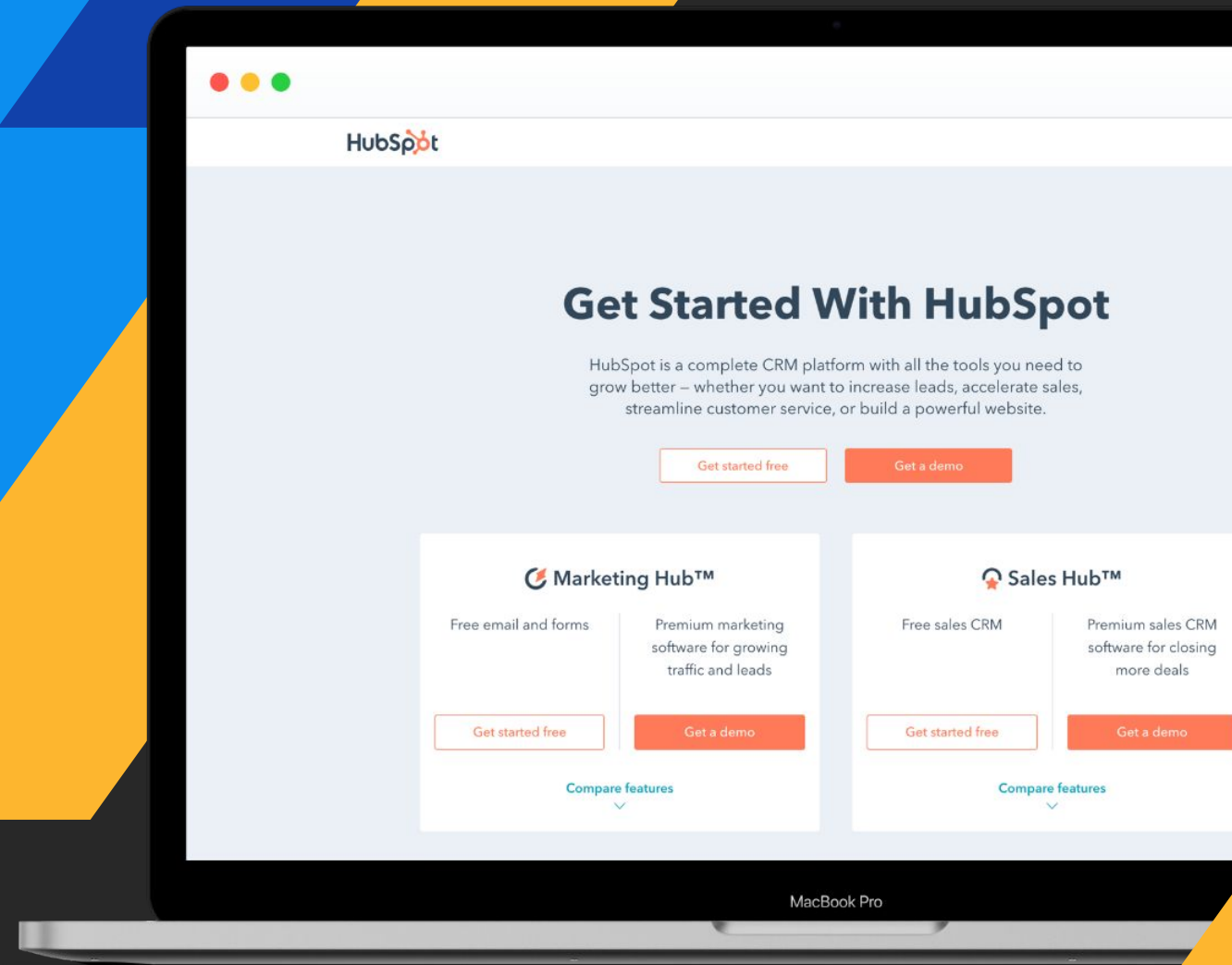


HubSpot for Solar

An overview for **HubSpot Sales reps** of how to position HubSpot for **solar companies** (including solar dealers, installers and suppliers).





Helping you sell HubSpot to solar companies

HubSpot Sales Rep Overview

We work with you to help **sell HubSpot** to solar companies (installers, dealers, suppliers)

We'll then manage the **HubSpot onboarding** for them.

Agenda

Overview

- **Overview** of solar industry
- **Tips** for chatting with solar companies
- **Categories** of solar installs
- Key **platforms** solar companies use
- Working with XEN Solar

XEN Solar

works with **solar companies** - including dealers, installers and suppliers - to coordinate **digital strategy**, implement **HubSpot & automation technology** and drive **business growth** through digital marketing campaigns.

Key People



Craig Bailey



Roselen Fernandez



Tara Connolly



Marie Munalem

Solar companies

Overview

Types of solar companies

- **Category:** Residential versus Commercial
- **Offering:** High Quality versus Cheap
- **Motivation:** Saving money versus Environment
- **Life stage:** Types of customers

Category Overview

- **Residential**
 - Home solar
 - 6.6kW - 20kW

- **Commercial**
 - Small Businesses
 - 20kW-250kW
 - Large businesses
 - 250kW - 5MW
 - Installations eg Solar farms
 - 1GW+

Category Overview (cont)



Offering Overview

- Products
 - Solar Panels
 - Inverters
 - Batteries
- **High Quality** (10% of the market)
 - Built to last (10+ year minimum)
 - Quality brands (LG, Enphase, Tesla)
 - Decent 8kW home system: \$8K+
- **Low Quality** (90% of the market)
 - Cheap: No money down, \$3K systems
 - Focussed on cheapest prices
 - Crap equipment
 - Ends up being bad for the environment

Motivation Overview

- **Saving money** (93% of the market)
 - Reduce bills
 - Feed electricity back into the grid
- **Save the environment** (4% of the market)
 - Reduce fossil fuel usage
- **Self sufficient** (3% of the market)
 - 'My house is lit up in a blackout'
 - 'I want it to look good'

Customers Overview

- **Typically life stage** types
 - Terminology: customer types
 - Avoid: Personas, Audiences, Segments
- **First Home Owners**
 - Can be price conscious
- **Young Family**
 - Often female decision makers
- **Retirees**
 - Focussed on reducing bills
- **Renovation**
 - Lockdown motivated
- **Off-grid**

Platforms Solar Companies Use

Understanding tools dealers and installers use

- Solar Design and Quoting
- Service
- Lead Generation
- Resources
- CRM 'bad habits'

Quoting Overview

- **SolarPlus** ([link](#))
 - Sophisticated solar system design and quoting
 - Plus solar documentation
- **OpenSolar** ([link](#))
 - Flexible
 - Probably the most used
- **Pylon** ([link](#))
 - Simple and easy to use, but limited
 - Cheap
- Notes:
 - Other complimentary platforms eg [Sunwiz](#)

Quoting Overview (cont)

- **HubSpot Quoting**
 - We **never** recommend HubSpot Quotes for solar dealers
 - It doesn't cover the solar design requirements they need
- **HubSpot Pipeline Management**
 - Instead focus on HubSpot for the pipeline management (ie Deals and Deal Stages)
 - Plus handover to HubSpot Tickets (Service Hub)
- **Integration between HubSpot and Quoting tools**
 - There are integration points between HubSpot and most of the platforms, but they are immature
 - SolarPlus is probably the best, followed by OpenSolar

Service Overview

- **ServiceM8** ([link](#))
 - Good for managing installs and follow up service
- Notes:
 - Increasingly seeing Service Hub as a fit here
 - Using Tickets to manage installs and follow up documentation

Lead Gen Overview

- **SolarQuotes** ([link](#))
 - Easily the leader in Australia
 - Decades of experience
 - Many installers are overly dependent
- **3 Quotes** ([link](#))
- **Suppliers**
 - eg LG ([link](#))

Resources Overview

- **Solar Trust Centre** ([link](#))
 - Our news and resources site
 - 5+ years
- **FAQ sections on site**
 - eg G-Store ([link](#))
- **Suppliers**
 - eg LG ([link](#))

CRM Tips Overview

- **Opportunity** process
 - Come from an 'opportunity' approach
 - Don't understand 'Contact has Deals' approach

- **Pipeline Management**
 - Focus on automation for:
 - Auto create Deal for Contact enquiry
 - Auto populate Deal properties
 - Tasks
 - Internal notifications
 - Trigger processes based on dates
 - Commission calculations

Working with XEN

Helping HubSpot Sales HubSpot Onboarding

- Partner on the HubSpot sale
- Manage all onboarding
- Help with upsells

Client Results: LG Energy



Strategy + Lead Generation

We initially engaged XEN to assist LG Solar & Energy to improve our Igenenergy website SEO, however the project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.

With the site now providing more than 1200 new leads per month, the project has been a great success. It has been a vital part of our 35% sales growth , compared to last year.

We've been impressed with XEN's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG.

MARKUS LAMBERT

National Manager, Solar Sales

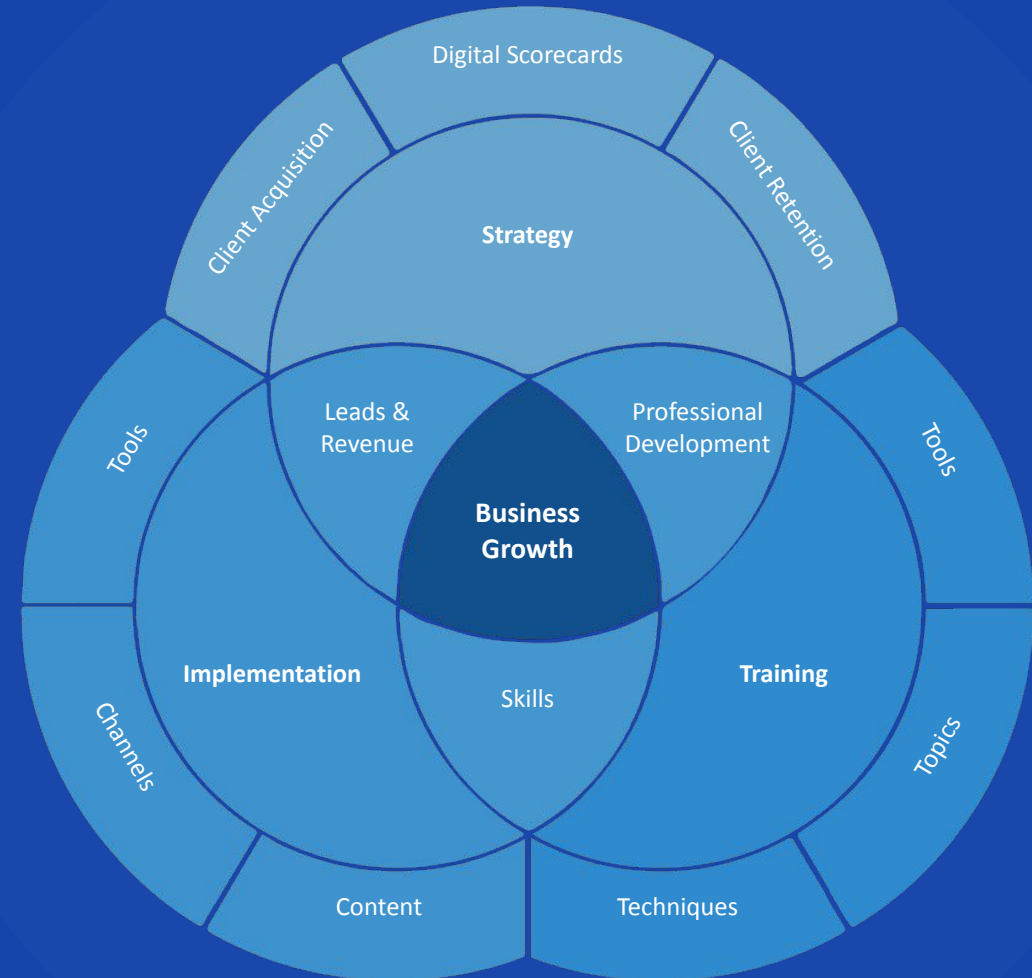
LG

<https://lgenenergy.com.au/>



Growth Model

The XEN Business Growth System



Premium Offerings



Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.



Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads and Facebook advertising.



Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.

Core Services



Strategy

Set your digital strategic direction



Websites

Design and development



Personas

Audience research and targeting



Implementation

HubSpot strategy and execution



Lead Generation

Business growth campaigns



SEO

Content strategy and optimisation



Lead Nurturing

Segmenting, scoring & expanding



Paid Advertising

Google AdWords & paid social



Reporting & Insights

Dashboards & management ROI



Social

Social media management

Digital Ecosystem



Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting



Content Strategy

Detailed research, content planning and campaign implementation



Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms



Realtime Reporting

Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

About **XEN Solar**

XEN works with **solar companies** - including **dealers, installers** and **suppliers** - to coordinate digital strategy, implement marketing technology and drive business growth through digital marketing campaigns.

XEN staff are all technology power users. Curious about technology. Interested in your business.

We gravitate to technology companies who have compelling products to offer the market. We want to work with you, drive your marketing, grow together. We're your digital partners.

Technical Specialists

- Since 2009
- Founder is a Software Engineer and former CTO
- Australian Highly Certified HubSpot Agency
- End-to-end Marketing Technology Experience
- Asia-Pacific's Leading HubSpot Podcast

29

HubSpot Certifications

12

Years of Leads

2000+

Leads Generated Every Month

HubShots

- APAC's #1 HubSpot Focussed podcast
- Recommended by Brian Halligan (CEO of HubSpot)
- More than 250 episodes over the last 5 years



Industry Trends

A look at the trends, challenges and tactics that leading marketing managers and sales professionals are encountering.



Growth Tactics

We share our real-world experiences using HubSpot and Inbound Marketing strategies. Complete with our mistakes and learnings!



HubSpot Tips & Tricks

Tips for using key HubSpot functionality, covering Marketing Hub, Sales Hub and Service Hub.



HubSpot Features

We dive into the latest HubSpot features, highlighting what we like, plus gotchas to avoid.

Certified Expertise



HubSpot Platinum Partner

XEN has been a HubSpot Certified Partner since 2012. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

Contact

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