

Commercial On-Ramp

Understanding Your Market

Introduction

Thank you for downloading our worksheet to better understand your commercial solar market. This document provides you with questions and exercises to better understand where you can find opportunities to grow your business.

Discovery Questions

- Why do you want to expand into commercial solar?
- What would be success for you?
- How long is your runway for success?
- How viable is this opportunity for your company?

Action Items

- Identify 10-20 target businesses.
- Set up initial meetings to learn (not sales meetings). Ask a bunch of questions.
- Identify 2-3 competitors. What are they doing? Do SWOT analysis. (see next section)

Competitive Analysis

Questions

- Who dominates (local vs national players)?
- What are their strengths (price, financing, relationships, scale) or weaknesses?
- Are there any gaps in your local or regional market?
- How can you differentiate yourself from this competitor?

Company: [Acme Solar]

A SWOT analysis is a useful tool to evaluate how you compare to a given competitor. Complete the quadrant below to better understand a given competitor. Copy and paste this section for each competitor.

<p>Strengths</p>	<p>Weaknesses</p>
<p>Opportunities</p>	<p>Threats</p>

Brand Fit

Questions

- Does your brand currently resonate with commercial buyers?
- What gaps do you have to build credibility?

Action Items

Audience

- Identify top 2-3 commercial customer segments (e.g., warehouses, ag, retail centers).
- List pain points and primary motivations for each segment.
- Identify core geographies that you can target.

Messaging

- Create your 30-second elevator pitch for a commercial audience.
- Develop messaging by segment (i.e. pillars or key messaging).
- Write positioning language for your company versus competitors.

Website

- Review website for residential-centric positioning. What needs to change?
- Update or add pages to reflect a commercial audience.
- Audit photography and messaging to ensure it applies to a commercial audience.

Case Studies

- Identify any existing non-residential installs.
- Create 2-3 core case studies that you can use for sales.

Sales Collateral

- Create a commercial solar one-pager.
- Create a one-pager for each case study.
- Create a commercial solar company overview deck / proposal (without pricing).
- Create a commercial solar proposal template.