



How To Build A \$10m Solar Business

It is not easy



CHALLENGE

Effective marketing

Securing sales

Building systems for growth

Partnering with great suppliers

Recruiting and training great staff

Let's break down a \$10m solar business

IF, one good sales representative can;

Sell in a year	\$2,000,000
At an average sale price of	\$10,000 (pre STC rebate)
We need to secure	200 sales per year
An average of	4.2 sales per week



To achieve \$10m

Then, five sales representatives can;

\$2,000,000 sales x 5 reps

200 sales per year x 5 reps

4.2 sales per week x 5 reps



\$10,000,000 in revenue

1,000 sales per year

21 sales per week

Why build a \$10m solar business?

REVENUE

\$10,000

Cost of Goods Sold

Solar Kit

\$5,000

Installation

\$1,800

Lead Cost

\$350

TOTAL

\$7,150

GROSS PROFIT PER SALE

\$2,850

Total Gross Profit from 1000 sales

\$2,850,000

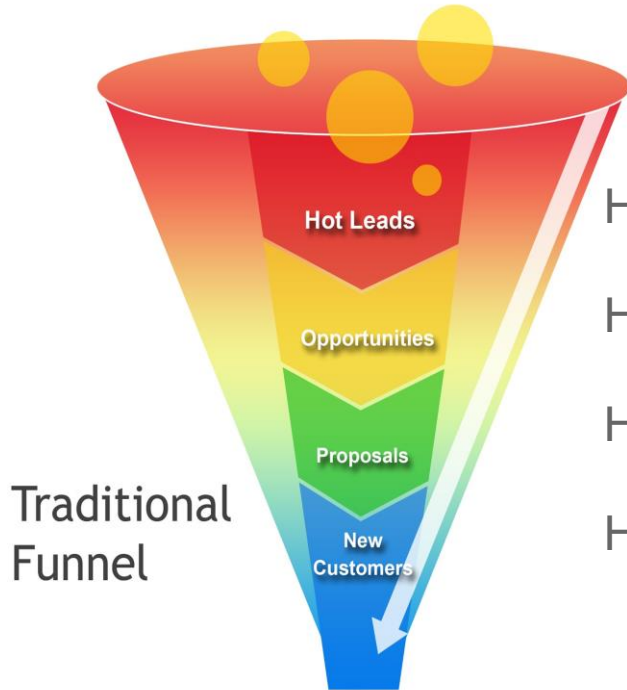


The reward from a \$10m solar business

Your other Expenses	Manager	\$150,000
	Rent and overheads	\$200,000
	Ops and Admin	\$200,000
	Appointment Setter	\$100,000
	Sales People x 5	\$300,000
	Sales Commission x 5	\$200,000
	TOTAL EXPENSES	\$1,150,000
	Net Profit after Expenses	\$1,700,000 (17%)



It is a Numbers Game



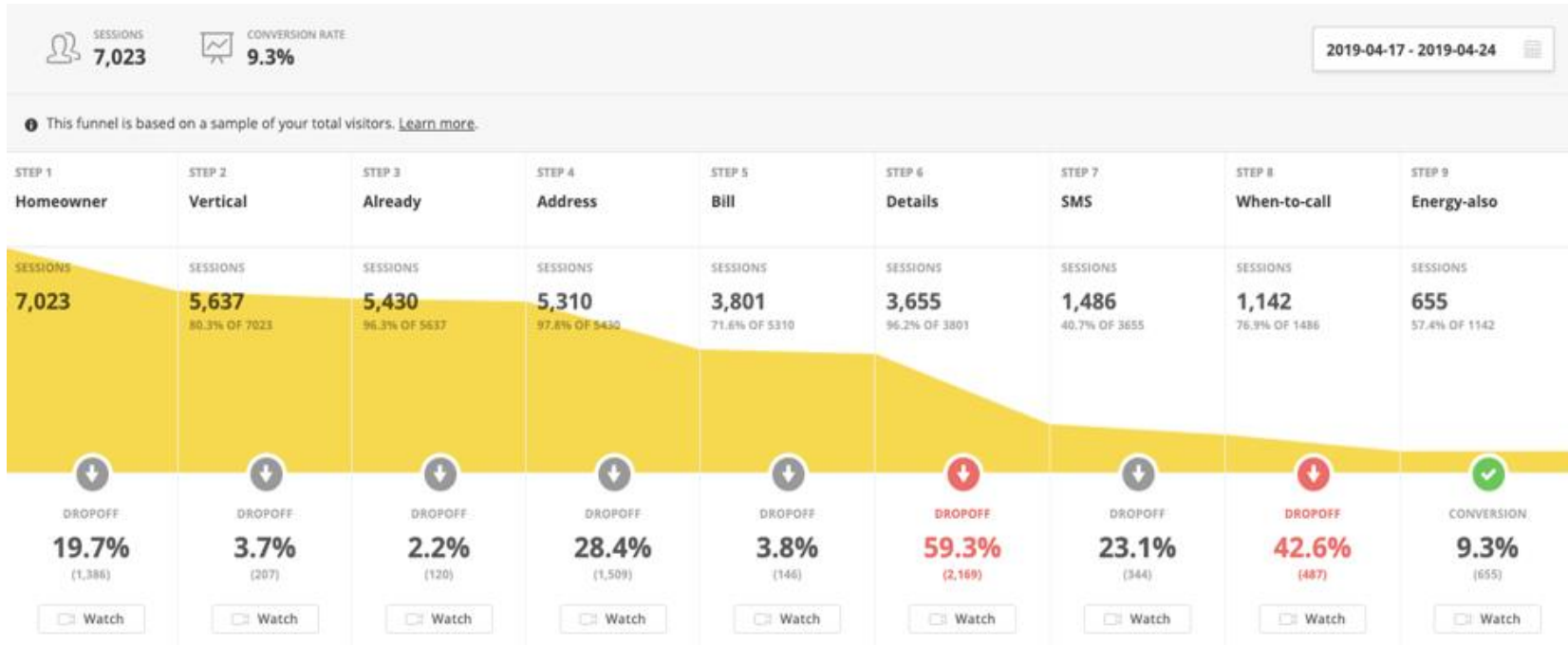
How many leads do you need?

How many appointments can you make?

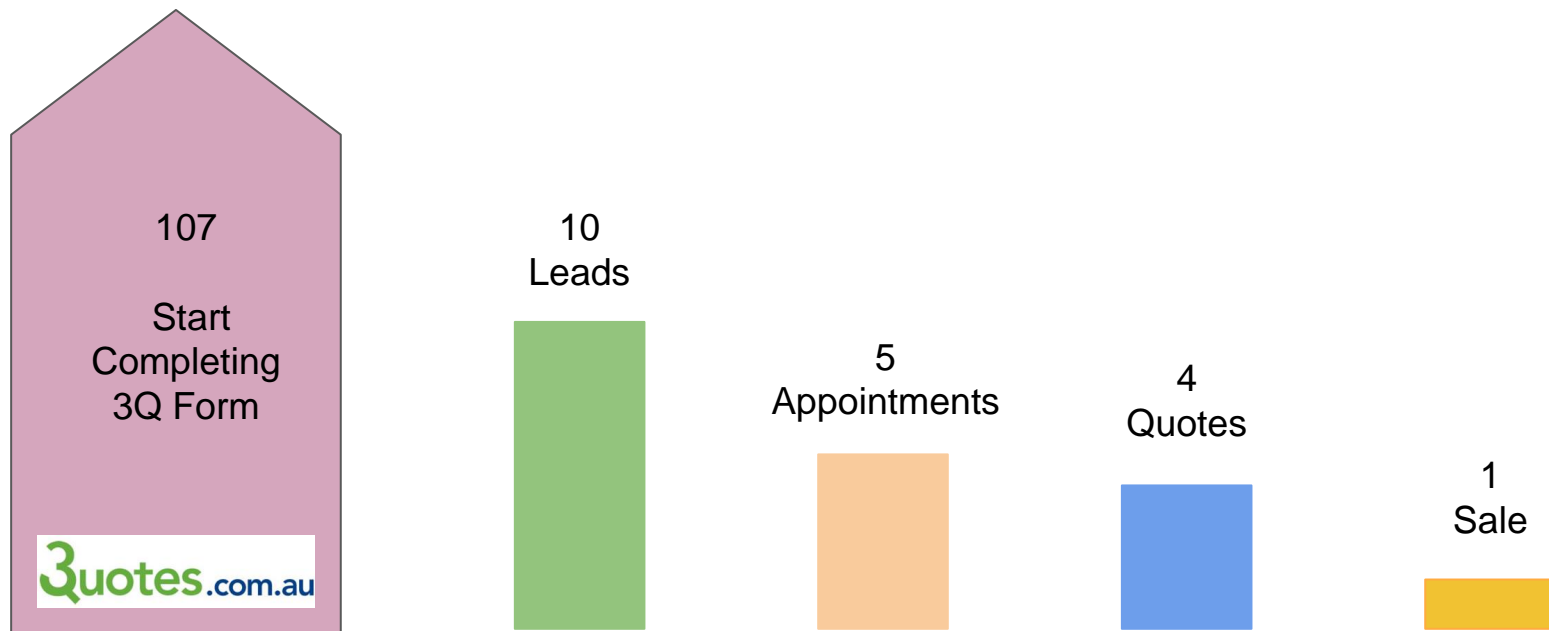
How many opportunities can you quote?

How many quotes can you close?

Quality Focused, but it's not easy.

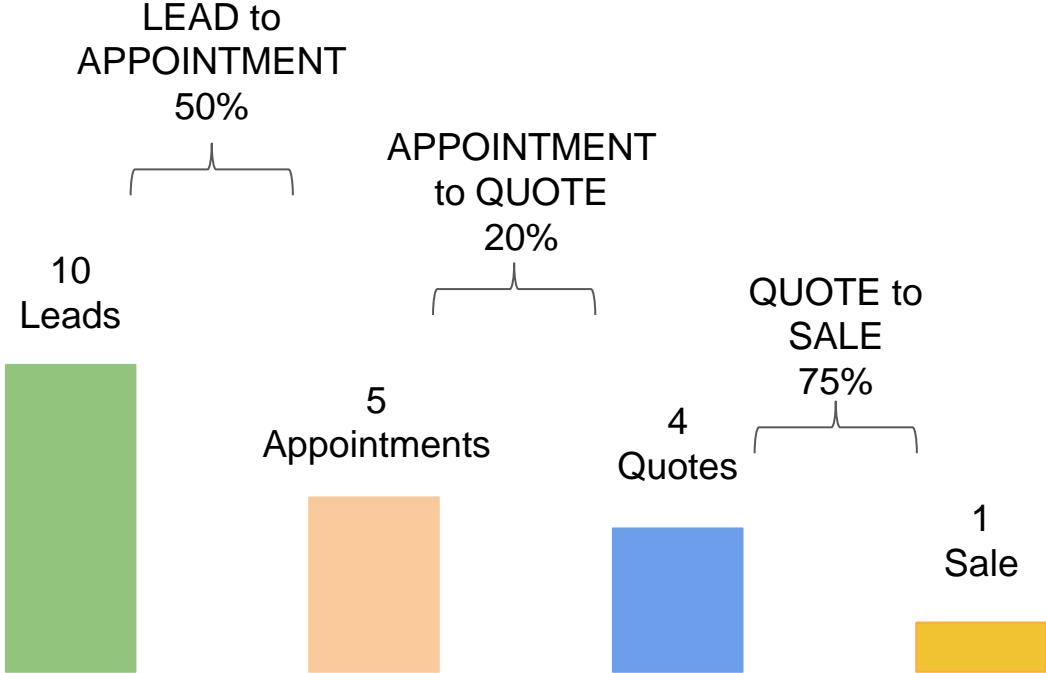



To Get You One Sale



Lost Opportunities

90.7%
Drop Off
.....
Resulting In
Improved Quality

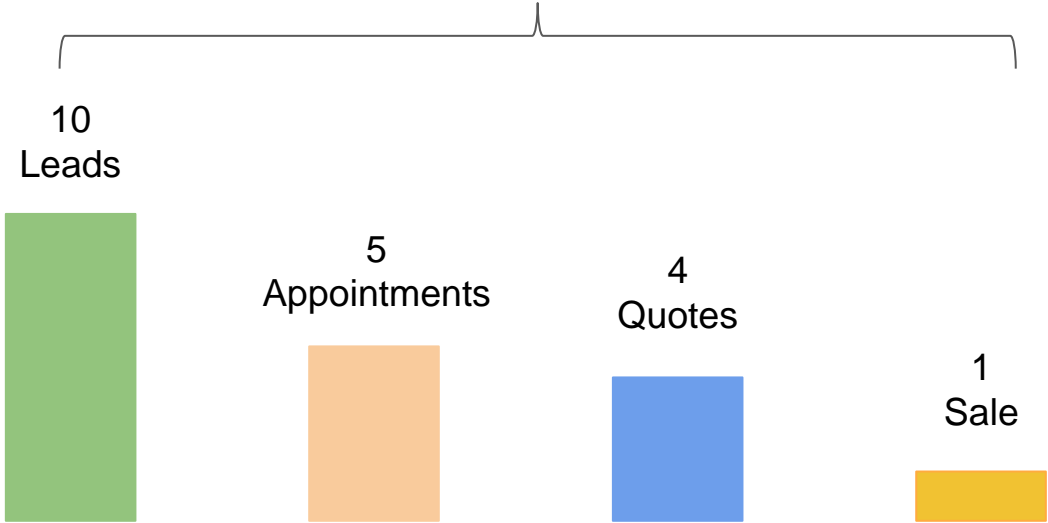


Lost Opportunities

You Have Control Over This Process

Branding, Products, Price, Presentations, Reputation, ect

We are working hard to improve Lead Quality everyday



Here's your numbers for one week

	Conversions	One Rep	Five Reps
LEADS	100% Leads Supplied	42 Leads	210 Leads
APPOINTMENTS	50% Lead to Appointment	21 Appointments	105 Appointments
QUOTES	40% Lead to Quote	17 Quotes	84 Quotes
SALES / Week	10% Lead to Sale	4.2 Sales	21 Sales



3Quotes.com.au

Australia's Leading Provider of Solar Leads

3Quotes Solar and Storage Lead Service

Service Overview

- Lead Price is \$35 ex gst
- Replacement Guarantee - Money Back Refund
- Choose between Self-Serve or Daily Automated Service
- Support Helpline during business hours - 9am to 6pm EST
- Homeowners Introductions for;
 - Solar and Energy Storage Solution
 - Solar Expansions
 - Solar Repairs

Getting Started - www.3Quotes.com.au

3quotes.com.au

Home Owners Commercial Solar Power Installers Sign Up Contact Us

Installer Login

Australia's Leading Provider of Qualified Solar and Energy Storage Leads

Continuous introductions to homeowners seeking energy solutions

Let's Get Started →

Simple Portal

- ▶ Manage payments and invoices
- ▶ Set up Daily Supply Services
- ▶ Buy Leads on the Solar Lead Market
- ▶ Manage Replacement and Refunds
- ▶ Access and distribute Leads
- ▶ Integrate with CRM systems



The screenshot shows the 3Quotes.com.au portal interface. At the top, it displays the company name 'Acme Solar Australia' and a balance of '\$35.00 ALP'. The left sidebar contains navigation options: Dashboard, Leads (highlighted), Lead Market, Services, Account, Contacts, Billing Details, Invoices, Top Up Account, Integration, API Documentation, and Log Out. The main content area is titled 'Leads' and shows a table of lead records for the period 'December 1, 2019 - December 31, 2019'. The table has columns for Lead ID, Invoice ID, Date, Vertical, Service, and Name. There are 6 records listed.

Lead ID	Invoice ID	Date	Vertical	Service	Name
36580	-	2019-12-18 13:19:05	Solar Power + Energy Storage	#CUSTOM AREA - VIC Mornington 3197 + 30km	Bill Smith
36581	-	2019-12-18 13:08:17	Solar Power + Energy Storage	#CUSTOM AREA - VIC Mornington 3197 + 30km	Bill Smith
36582	-	2019-12-18 13:08:06	Solar Power + Energy Storage	#CUSTOM AREA - VIC Mornington 3197 + 30km	Bill Smith
36583	-	2019-12-18 13:07:56	Solar Power + Energy Storage	#CUSTOM AREA - VIC Mornington 3197 + 30km	Bill Smith
36584	-	2019-12-18 12:59:07	Solar Power + Energy Storage	#CUSTOM AREA - VIC Mornington 3197 + 30km	Bill Smith

Lead Replacement Policy

From time to time, leads may be considered unsuitable because;

- ▶ Customer is uncontactable
- ▶ Property is unsuitable
- ▶ Lead duplication
- ▶ Customer is not purchasing within 12 months
- ▶ Customer details are incorrect

Quotes.com.au \$29.82 ALP NEWS 20 DAILY LIMIT ?

Leads

Download CSV for February 1, 2020 - February 29, 2020

February 1, 2020 - February 29, 2020 Vertical Invoice # Active Leads









10 records Print Save Search:

Lead ID	Invoice ID	Date	Vertical	Service	Postcode	Suburb	Feedback	Actions
392242	-	2020-02-04 11:16:05	Solar Power + Energy Storage	#CUSTOM AREA - NSW Ballina/ Lismore area	2478	East Ballina	-	Request replacement Details
392228	-	2020-02-04 10:12:03	Solar Power	#CUSTOM AREA - NSW Iluka / Coffs Harbour	2450	Sapphire Beach	-	Request replacement Details
392201	-	2020-02-04 06:40:04	Solar Power	#CUSTOM AREA - Northern NSW - Tweed	2489	Pottsville	-	Request replacement Details
391984	-	2020-02-03 21:14:06	Solar Power + Energy Storage	#CUSTOM AREA - NSW Ballina/ Lismore area	2480	East Lismore	-	Request replacement Details
391972	-	2020-02-03 20:15:04	Solar Power	#CUSTOM AREA - NSW Iluka / Coffs Harbour	2456	Mullaway	-	Request replacement Details
391957	-	2020-02-03 19:17:08	Solar Power + Energy Storage	#CUSTOM AREA - Northern NSW - Tweed	2487	Casuarina	-	Request replacement Details
391872	-	2020-02-03 10:35:04	Solar Power + Energy Storage	#CUSTOM AREA - NSW Ballina/ Lismore area	2480	Goonellabah	-	Request replacement Details
391574	-	2020-02-02 19:33:03	Solar Power + Energy Storage	#CUSTOM AREA - NSW Ballina/ Lismore area	2483	South Golden Beach	Refunded	Approved
391561	-	2020-02-02 17:31:04	Solar Power + Energy Storage	#CUSTOM AREA - Coffs to Port Mac	2447	Macksville	-	Request replacement Details
391550	-	2020-02-02 15:22:03	Solar Power	#CUSTOM AREA - Coffs to Port Mac	2444	Port Macquarie	-	Request replacement Details

Showing 1 to 10 of 19 entries

< < 1 2 > >


Lead Format

-  Homeowner's name
-  Full street address
-  Phone number (validated)
-  Email address (validated)
-  Property electricity bill
-  Desired system
-  Call back time / notes
-  Property roof image

#60314

Time of Request:	2016-05-18 09:26:59 (AEST)
Time of Validation:	2016-05-18 12:51:36 (AEST)
First Name:	David
Last Name:	Forrest
Phone Number:	0406 328 046
Email Address:	david.forrest@bigpond.com.au
Property Address:	38 Sunshine Drive, Birbra Lake, Queensland, 4207, Australia
Map Location:	-32.09661, 115.83710
Postcode:	4207
State:	QLD
Interested in:	Solar Power
What is your average electricity bill?	\$1,000 - \$1,250
Call-Back/Comment:	Call Thursday anytime after 12PM, Friday anytime before 5PM. Looking to install solar and perhaps energy storage.

Aerial photo:



We look forward to

Delivering Endless Sales Opportunities

The logo for Quotes.com.au features a stylized white number '3' on a green background, followed by the text 'Quotes.com.au' in a white sans-serif font.