



Virtual Sales Tools & Tips

1 Take Curb for a spin.



Our free **Interactive Test Drive** gives you direct access to an actual customer home, complete with real-time graphs, multiple years of historical data, and the ability to see how costs break down under local energy rate plans. It's a great way to demonstrate meaningful functionality to your prospects and test-drive ownership.

app.energycurb.com/demo

2 Energy and power are often confusing, so use real-world examples.

“Similar to when driving your car, different things in your home consume electricity at different speeds depending on how hard they work. A car has a speedometer to tell us how fast we’re moving, but it’s difficult to tell how much electricity we’re using at any moment. Curb lets you see what’s going on.”

3 Ask thought provoking questions, then listen for underlying concerns.

“What’s your primary motivation for going solar? What contributes the most to your utility bill? Do you know how much it costs to run your ___?”

4 Be an **Energy Expert**. Know your customer’s utility rate structures and plan options.

“Do you know how the utility company charges you for electricity? The more you use, the higher the price per kWh. Let’s look at what someone’s current bill looks like that has solar on their house.”

5 Use interactive technology to engage customers.

“Here’s a live example of the savings impact solar has on the amount of electricity this person ultimately pays for on a day-by-day or month-by-month basis.”