

CURIOUS ABOUT GETTING INTO SOLAR?  
FOLLOW THESE FIVE ACTION ITEMS TO ACHIEVE SOLAR SUCCESS

# 5 STEP SOLAR ACTION PLAN

1

## RESEARCH

Talk to your customers. Are they installing solar? How many jobs are they doing a month? What products are they using?

2

## EDUCATE YOURSELF

Go to [abcsupply.com/renewable-energy](http://abcsupply.com/renewable-energy) to see a list of products and vendors. Visit [IronRidge.com](http://IronRidge.com) and pass the free online training course to be solar dangerous.

3

## GET A COMP SHOP

Find what competitors are distributing solar in your area. Get a comp shop - analyze what your competitors are doing in terms of product, offerings and their marketing message.

4

## MAKE A BUSINESS PLAN

With your branch manager, plan your attack on the market. Answer "The 5Ws" and the "How."

- **WHO** - is your target market (roofer, GC, solar installer, etc.)
- **WHAT** - products are you going to sell and at what margins
- **WHERE** - are the products going to be stocked at the branch and do you have the space
- **WHEN** - do customers need you to have everything and when does the job start
- **WHY** - do they want to switch their business to ABC (your value proposition)
- **HOW** - are you going to sell the product and deliver it

5

## FIND NEW CUSTOMERS

Speak to solar contractors. What are their pain points: credit terms, product availability, delivery problems, etc.? How can ABC Supply be the solution?