

5 Tips to Help Guide ESS Sales Conversations

1

Highlight the Benefits for the Customer and the Planet

- ESS can store energy for later use—for power outages or to cut costs during peak hours of energy consumption
- ESS can help reduce costs of utilities
- ESS can help reduce a homeowner's carbon footprint and environmental impact



2

Capitalize on Financial Incentives

- Homeowners can claim up to a 30% tax credit on eligible energy storage installation projects through 2023*
- Many states already have, or are planning to implement, ESS-related incentives

* <https://news.energysage.com/solar-tax-credit-explained/>

3

Promote These 3 Easy Points

- Installation can take just one day
- ESS are much quieter than traditional fossil fuel or diesel generators
- Designs are sleek and floor-standing or wall-supported



4

Brush Up on National Trends

- Absorb current online industry research and trends reports
- Listen to your customers and proactively ask for feedback
- Stay involved and remain in tune with advancements in the energy storage industry



5

Reiterate Cost Savings

- Highlight the ongoing savings opportunities homeowners will see and provide resources to compare quotes
- Communicate the long-term savings your customers are likely to see from ESS

