



Advanced Solar Business & Technical Sales

60 Advanced Training Hours | \$695

This course is an in-depth study of the principles and practice of Solar Photovoltaics (PV) Business & Technical Sales. The course design is based on ImagineSolar learning objectives derived from years of experience being solar industry practitioners and policy makers. Also, the course design is based on the North American Board of Certified Energy Practitioners (NABCEP) Task Analysis for their PV Technical Sales Certification Exam. The course includes over 500 questions contained in the exercises and the exams. Also, the course has over 18 hours of video lectures.

Who takes our course?

- Entrepreneurs, Technologists, and Investors
- Contractors and Builders
- Insurance and Real Estate Professionals
- Project Developers and Financiers
- Technical Sales & Marketing professionals
- Electricians and Inspectors
- Engineers and Architects
- Solar Company Employees
- Aspiring solar industry professionals

Online Campus and Course Benefits

- 12 months all-access pass to the online courses
- Live instructor support as you take the courses
- Online LIVE sessions with the instructors
- 24-hour access to our online campus allows for flexible schedules
- Satisfies all the solar training requirements to apply for the NABCEP Technical Sales Certification Exam



Part 1: Solar PV Marketing and Technical Sales

- Qualifying prospective customers
- Conducting customer site assessments
- Developing conceptual designs
- Calculating expected performance
- Calculating the non-financial benefits
- Preparing customer proposals for solar photovoltaic systems
- The process of commissioning, monitoring, & turning-over the PV system to the customer

Part 2: Solar PV System Financial Analysis and Financing

- Understanding utility rate structures
- The new Value of Solar (VoS) tariffs
- Net metering and incentives (rebates, PBIs, tax credits, etc.)
- The cost breakdown analysis for an installed PV system
- How to calculate the financial justification for solar customers
- PV system financing (loans, leases, and power purchasing agreements)
- The future of distributed generation for PV systems