



**aurora**

The Pocket Guide  
to Selling Storage

# Introduction

SEIA predicts that by 2025 one in every three residential solar systems will be paired with storage. As demand rapidly grows for battery storage, solar installers are in a great position to benefit by integrating storage into their residential solar businesses. While selling solar + storage is similar to selling solar only, there are several critical differences that you should be aware of.

## In this guide we'll show you:



### Marketing

How to position your storage offering



### Discovery Process

How to figure out your buyer's needs



### Objections

How to handle common objections



### Quoting

How to model storage in a way that your customer will understand



### Resources

Additional reading to get up to speed on types of batteries, the market, etc.



If you're just getting started with selling storage or looking for strategies to sell storage more effectively, this guide is for you!



# Marketing: Positioning

There are four primary ways to position storage



Electricity  
bill cost  
reduction



Emergency  
backup



Peace-of-  
mind



Off-the-grid  
solution

Positioning battery storage as a way to reduce a homeowner's electricity bill can be a difficult sell in most markets. While battery costs have come down in recent years, they are still relatively expensive, making it difficult for homeowners to get good financial returns on their storage investment.

According to our research, framing storage as a peace-of-mind purchase is one of the best ways to position storage in a wide variety of situations. This framing is becoming increasingly successful thanks to a few factors:

1

## Disaster Protection

As extreme weather events become more frequent, homeowners are looking for energy security.

2

## Personal Well-Being

As at-home healthcare becomes more common, consistent energy within the home is becoming increasingly needed.

3

## Work-From-Home

As more people adapt to working from home, reliable energy is becoming more important.



# Marketing: Positioning Examples

Positioning storage as a peace-of-mind purchase can mean different things to different people. When positioning storage in your area, try to make the purchase relevant to your region and prospect.

Here are a few examples of well-targeted marketing messages for storage:



## FEEL SAFE, EVEN DURING AN OUTAGE

Power outages are growing in frequency, but that doesn't mean you need to feel powerless. With a solar + storage system you'll feel safe knowing your growing family has backup power.



## Thunderstorms in the forecast?

Get peace of mind knowing you'll have power no matter the weather. Backup your home today and save!

# Discovery Process: Consultative Approach

Because storage can serve a wide range of needs, the most effective way to sell storage is by using a consultative approach.

At the center of consultative selling is asking a series of questions without offering advice at first. Here are a few suggestions for kickstarting your discovery process:



Why are you looking into battery storage?



Have you looked into this before?



What do you already know about battery storage?

## Asking these questions should help you:

Understand your customer's needs

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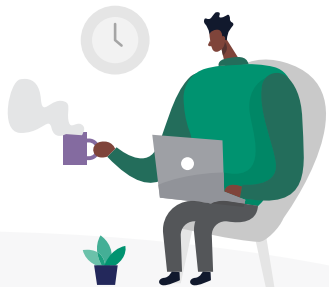
Determine your best positioning

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Get ahead of objections

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Stand out over your competitors



# ⚠️ Objections: Fast ROI

Let's look at three common situations that come up during the discovery process and how to properly handle each objection.



**Customer says:** I'm looking at storage to lower my electricity bill. I want as fast a return on my investment (ROI) as possible.

## Questions to ask:

What does fast ROI mean to you?

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Have you done any research into the ROI of storage?

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Have you received any quotes from other providers offering ROI?

## Details to share:

You may want to explain that getting a fast return on a storage investment is usually difficult and, in many cases, not guaranteed. Point out that the amount of time it takes to get a return on their investment usually takes as much time if not longer than the life of the battery.

However, keeping the discussion centered around ROI is usually a losing battle. Instead try to shift the conversation towards peace-of-mind by asking questions like, "What would it cost you if the power went out and you couldn't work for a few days?"

## Pro Tip:

If a customer is insistent on getting ROI quickly, you can suggest a cheaper battery to close the sale. But, make sure to set expectations accordingly and let them know that a cheaper battery option may require replacing sooner. Being honest here will build a trusting relationship that will have much higher ROI for you, the installer, in the long run.

# ⚠️ Objections: 100% Backup



**Customer says:** I'm looking to get enough storage to backup 100% of my energy usage for 7 days.

## Questions to ask:

How did you come up with 7 days so I can better understand your needs?

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What's your ideal budget for storage?

## Details to share:

You may want to explain that backing up 100% of their energy usage is very expensive and usually not necessary. The easiest way to do this is by modeling a 100% backup system for them using the pre-built recommendation in [Aurora](#).

### Storage Packages

Based on your consumption profile, we have identified these pre-assembled essential packages for your storage needs. Please click to select the storage package that best suits your customer's needs.

5  
kWh

DAILY STORAGE CAPACITY

#### Saver

This storage package serves an average house and covers 5 hours/day for 1 day.

⚡ 25%    🕒 5 Hrs  
BACKUP LOAD    BACKUP DURATION

10  
kWh

DAILY STORAGE CAPACITY

#### Average

This storage package serves an average house and covers 5 hours/day for 2 days.

⚡ 50%    🕒 2 Days  
BACKUP LOAD    BACKUP DURATION

19  
kWh

DAILY STORAGE CAPACITY

#### Power

This storage package serves a large house and covers 5 hours/day for 5 days.

⚡ 100%    🕒 5 Days  
BACKUP LOAD    BACKUP DURATION

## Pro Tip:

When selling storage it's important to show the customer multiple easy-to-understand options. This will show that you were listening to their needs and helps them feel that your final recommendation has been well thought out.

# ⚠️ Objections: High Pricing



**Customer says:** Storage is way too expensive, I don't think I can afford it right now.

## Questions to ask:

There are financing options that would allow you to make monthly payments. Would you like to hear some of these options?

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There may also be storage incentives that you might be qualified for. Have you looked into these?

## Explain that:

You may want to explain that paying for storage doesn't have to be done in one lump sum. Instead they can use PACE loans which add the cost of storage to the homeowners property tax. There are now also storage leasing and loan options that allow them to pay for storage in monthly installments. An added benefit to leasing batteries is that if a battery were to break, the homeowner wouldn't be responsible for the repairs.

## Pro Tip:

The single biggest hurdle in selling storage is pricing. Make sure that you don't open discussions about pricing too soon to avoid giving the potential customer "sticker shock."



# ⚠️ Objections: Good Fit / Bad Fit

As you go through this process, it's important to keep in mind that storage isn't for everyone. As you're discussing storage with a customer, you're qualifying them as a buyer just as much as they're qualifying you as a vendor.

Here are a few ways to identify a good potential buyer:

## Good Fit Customer

- ✓ Currently has a solar system or looking to add one
- ✓ Lives in a region prone to power outages
- ✓ Works from home or needs continuous access to power
- ✓ Pays a high time-of-use rate
- ✓ Has already done their own research or is willing to learn more
- ✓ Willing to look at multiple sizing options
- ✓ Wants to find a vendor they trust with great service

## Potentially Poor Fit Customer

- ✓ Wants the cheapest price regardless of service
- ✓ Unwilling to look at multiple options



If you discover that your potential customer isn't a good fit, it may be best to move on from the deal. In a lot of cases, one bad fit customer can take more time to close than several good fit customers, making your overall sales lower than they could be.

Continuing with a bad-fit customer can also jeopardize your reputation if they're not happy with their system. In contrast, if you're honest with them and let them know storage might not be a good fit, they will likely refer you to their friends and family because you were honest.

# Quoting: Modeling Storage

Once you've run through the initial discovery process, it's time to show your potential customer the storage solutions you can offer. The best way to do this is by modeling out a few different options for them. You can do this easily with the battery sizing tool in Aurora.

## Provide easy-to-understand recommendations

[Battery Storage for Aurora](#) has 3 pre-built recommendations. These recommendations are automatically calculated based on your customer's current energy consumption and backup storage goals.

### Pro Tip:

Keep it simple! Make sure that you avoid being too technical at this point in the sales consultation. Simplify your recommendations to the essential elements of backup duration, backup load and cost.

## Storage Packages

Based on your consumption profile, we have identified these pre-assembled essential packages for your storage needs. Please click to select the storage package that best suits your customer's needs.

UPTO

5  
kWh

DAILY STORAGE CAPACITY

### Saver

This storage package serves an average house and covers 5 hours/day for 1 day.

⚡ 25%  
BACKUP LOAD

🕒 5 Hrs  
BACKUP DURATION

UPTO

10  
kWh

DAILY STORAGE CAPACITY

### Average

This storage package serves an average house and covers 5 hours/day for 2 days.

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BACKUP DURATION

UPTO

19  
kWh

DAILY STORAGE CAPACITY

### Power

This storage package serves a large house and covers 5 hours/day for 5 days.

⚡ 100%  
BACKUP LOAD

🕒 5 Days  
BACKUP DURATION

## Customize to their exact needs

Using one of the recommendations as your basis, you can then customize the storage options to your customer's exact needs. By dragging the sliders, you can adjust for Backup Load, Backup Duration, and Cost. Toggling the sliders dynamically updates the price, making it easy for you to quote quickly.

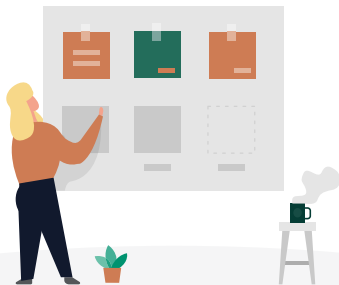
### Storage Configuration

Reset  

14 kWh DAILY STORAGE CAPACITY	<b>Backup System</b> This system will back up 25% of your consumption for 5 hours.	19 kWh DAILY AVERAGE LOAD	19 kWh DAILY ENERGY PRODUCTION
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### Storage Size & Battery Selection

<b>Backup Load</b> Percentage of total load to be backed up 25%	<b>Backup Duration</b> Amount of time for which backup is needed 5 Hours	<b>Pricing</b>
<b>Battery</b> Aurora Sample AC Batr 1	<b>Storage Inverter</b> Aurora Sample Battery 1	Cost/kWh Flat Cost kWh Rate 14 \$550.00 / kWh
Battery Model Quantity	Inverter Model Quantity	Total Cost <b>\$7,700.00</b>





# Quoting: Create a Proposal

## Use built-in sales proposals

The final and most important step in closing the sale is presenting your recommendations in an easy-to-understand format. Once you've dialed in your storage quote, you can generate a sales proposal that includes both solar + storage.

### HOME BACKUP

We've created a home backup solution, which will back up 64% of your loads if the power goes down. This system will be able to keep your lights on and your fridge running for 2.0 days in the event of an outage.

#### Backup System Specs

Battery	Aurora Sample Battery
Quantity	1
Battery Capacity	10 kWh
Round Trip Efficiency	94
Backup kW Continuous Capacity	8 kW
Backup kW Peak Capacity	8 kW
Storage Cost	6,000



#### Pro Tip:

As you go through the proposal with the customer, make sure that you link the specifications you chose back to the answers they gave you during the discovery process. Use phrases such as, "And based on the backup duration you said you wanted, we chose this battery setup because it will..." This will demonstrate to them that you really listened to their needs and will help seal the trust needed to close the sale.



# Summary

Selling storage presents a huge opportunity for solar installers, but how you sell storage can make all the difference. The 3 basic steps you should take away are:

## Ask these 3 questions to start

Why are you looking into storage?

Have you looked into this before?

What do you already know about storage?

1

### **Take a consultative sales approach**

Storage can mean a lot of different things to a lot of different people. Rather than jumping in with solutions, first take some time to ask questions so you know how to best position your offering.

2

### **Handle objections by sharing helpful knowledge**

A big part of selling this new technology is educating the customer on why certain options can and can't work. After you've listened to their concerns, share some of your industry knowledge to provide guidance.

3

### **Model multiple backup and storage options**

The most effective way to close a sale is by providing the customer with options. Use a software tool that can provide you with easily understandable options so that the customer feels like all their needs have been considered.



# Resources: Types of Batteries

Battery Type	Description
Lithium-Iron-Phosphate (LFP)	This is the most commonly used battery type and is preferred for its stability, durability, and performance.
Lithium-Nickel-Magnesium-Cobalt (NMC)	This is another commonly used battery type that is preferred for its high energy density, lower cost, and long cycle life
Lead-Acid	This is a less common battery type that is mostly used in off-the-grid and do-it-yourself applications.





## Resources: Further Resources

Resource	Description
<a href="#"><u>Webinar: The Step-By-Step Guide to Selling Storage</u></a>	This Aurora webinar walks through the consultative sales process and gives examples of real-world objections and how to handle them.
<a href="#"><u>Introducing Battery Storage for Aurora</u></a>	This Aurora blog post provides a comprehensive overview of the Battery Storage for Aurora product and its key benefits and features.
<a href="#"><u>4 Experts Share Their Insights on the Future of Solar Storage</u></a>	This Aurora blog post provides a summary from the EMPOWER2020 Virtual Summit in which four experts share their predictions on the future of battery storage.
<a href="#"><u>Battery Storage in the United States: An Update on Market Trends</u></a>	This guide by the U.S. Energy Information Administration provides a summary of current energy storage trends across the country and at a state level.
<a href="#"><u>Battery Storage for Homeowners</u></a>	This guide by Solar United Neighbors provides a comprehensive overview of everything a homeowner may want to know about battery storage and how it works.
<a href="#"><u>Can You Use the Investment Tax Credit (ITC) for Battery Storage?</u></a>	This Aurora blog post provides a quick synopsis of which storage situations qualify for the federal Investment Tax Credit and how long homeowners have to redeem those credits.