



Solar Sales Professionals: Everything There is to Learn from Fellow Salespeople in 2026

The solar sale is evolving.

And nobody knows this more than the people on the ground: sales professionals. To get a better understanding of the solar industry, from the people who know it best, we surveyed more than 600 sales professionals across the country to uncover insights into how teams are adapting to the new shape of solar — and where the biggest opportunities lie.

In this special chapter of the 2026 Aurora Solar Snapshot we look specifically at sales teams: what they're anticipating for the next year and how they're adapting their strategies to succeed.

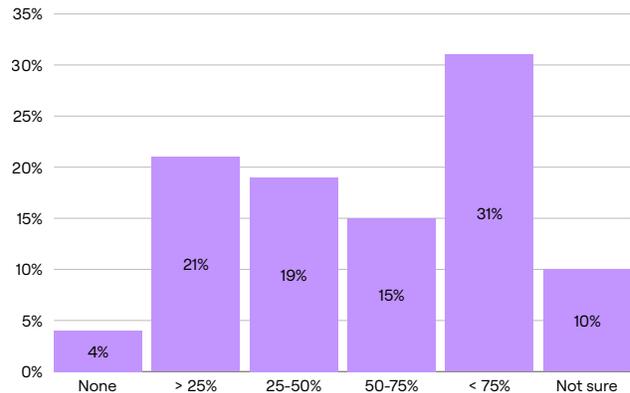
There's no sugar coating the fact that 2025 was a tough year for installers. Nearly half of installers (46%) reported a decline in sales volume in 2025, while 54% say competition intensified over the past year. At the same time, the opportunity in residential energy is changing — across storage, financing models, and whole-home upgrades. In this section we look at each of these opportunities in detail to see how the best sales teams are succeeding as the solar coaster rolls on.



Storage is expanding – across retrofits, standalone, and more

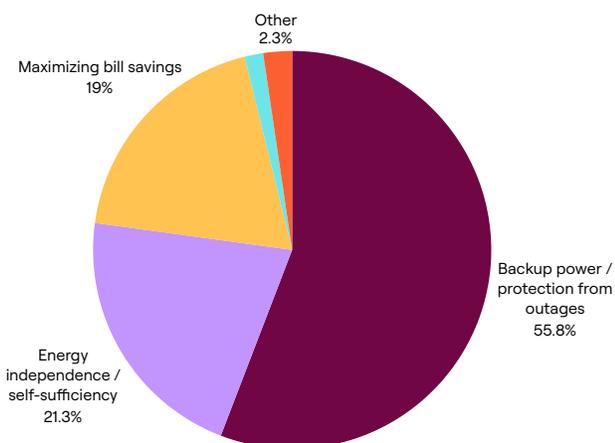
Storage has become a core part of the residential energy conversation. It's not just an add-on anymore; in many markets it's a primary demand driver.

Roughly what percentage of your solar projects will include battery storage in 2026



- **High and Rising Attachment:** This year, 65% of salespeople anticipate at least 25% of their projects will include storage, up from 57% last year. While 31% expect storage attachment on at least 75% of their projects, up from 27% last year.
- **Growth Beyond New Installs:** 72% report that at least some of their storage projects are retrofits or add-ons to existing systems, and 47% say they are selling at least some battery-only systems without solar.
- **Resilience is Key:** Backup power is cited as the primary homeowner motivation for storage (56%), followed by energy independence (21%) and maximizing bill savings (19%).
- **Regional Variation in Demand:** Storage attachment rates are significantly higher in Western markets like California, where batteries are approaching default inclusion and maximizing bill savings plays a larger role in homeowner motivation. In outage-prone regions like the South and Northeast, resilience remains the dominant driver.

Why homeowners are choosing batteries



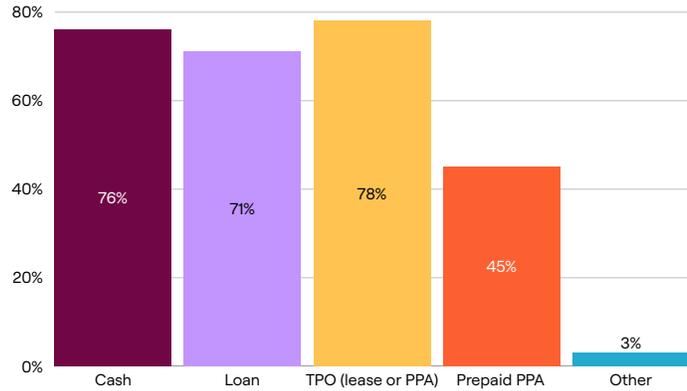
Storage now spans multiple sales motions — solar-plus-storage, retrofits, and standalone systems — and the right approach depends heavily on geography, policy, and homeowner priorities. Sales teams that can model and present different storage scenarios based on what makes the most sense for each market and each home are best positioned to capture this expanding opportunity.



Financing flexibility is the new standard

Financing continues to shape the sales landscape, often determining whether a project moves forward at all. As affordability remains top of mind for homeowners, how the system is financed is increasingly as important as the system itself.

What financing options do most companies offer?

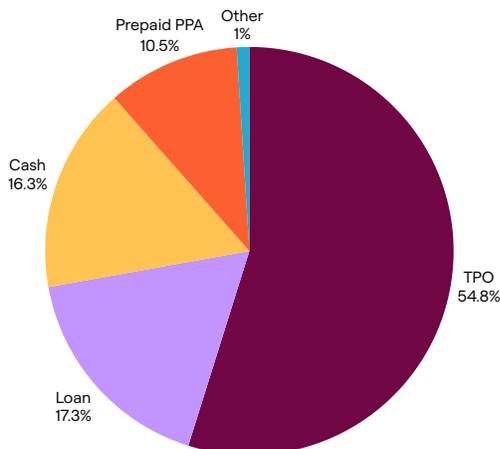


The data shows clear momentum towards third-party ownership (TPO) models – alongside growing adoption of alternative structures:

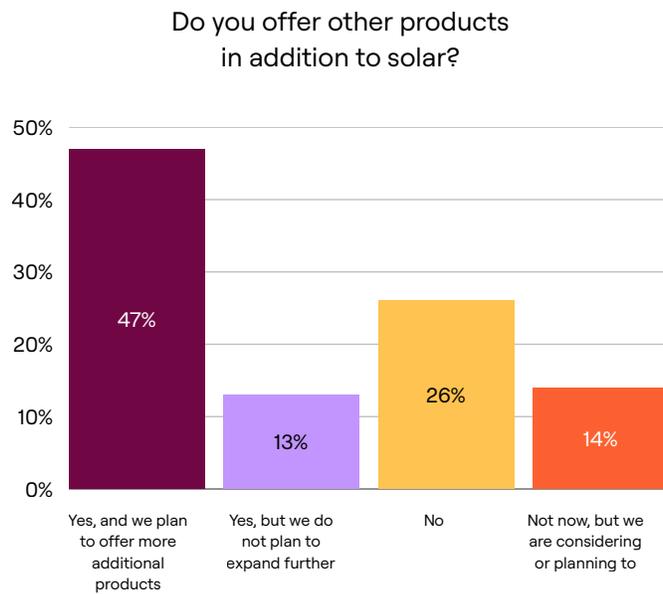
- **TPO Acceleration:** While 44% of salespeople reported more than half of their projects used TPO in 2025, they anticipate that figure will rise to 65% for 2026. Meanwhile, salespeople not selling TPO drop from 9% in 2025 to just 1% in 2026.
- **Multiple Options Are the Norm:** 63% offer cash, loan, and TPO, signaling that many salespeople recognize the need to provide multiple financing pathways rather than rely on a single structure.
- **Prepaid is Gaining Ground:** 45% of salespeople now offer prepaid TPO and 11% say it's the most popular financing option among homeowners, reflecting growing interest in financing options that combine upfront predictability with long-term value.

Affordability Drives Decisions: Monthly payment amount remains the top priority for homeowners when choosing a finance option (82%), followed by overall savings (49%) and interest rate (27%). This reinforces the importance of offering structures that align with homeowner cash flow priorities.

Financing options that are most popular with homeowners



The key, then, is that the best solar sales pros have to be flexible when it comes to financing options. Homeowner preferences vary. Market conditions vary. Policy landscapes vary. Sales teams that can confidently offer and explain multiple financing options will empower homeowners to make informed, confident decisions – and that confidence leads directly to higher close rates.



Solar companies are becoming home energy companies

The modern sales team is becoming a broader home energy advisor. As storage adoption rises, adjacent products are also entering the sales conversation — creating opportunities to increase value per project and strengthen homeowner relationships.

Homeowners are thinking more holistically about their energy use. Sales teams that position themselves as advisors — capable of connecting solar, storage, EV charging, and efficiency upgrades — are better positioned to capture this growth.

74% of salespeople either already offer additional products or plan to expand further. The most common additions are:

- EV chargers (71%)
- Roofing (65%)
- HVAC systems (31%)
- Smart thermostats (24%)
- Heat pumps (17%)

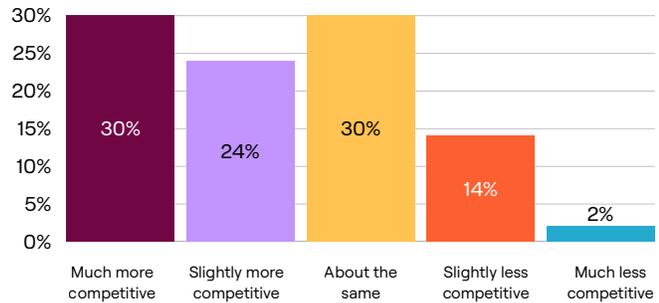




Competition is up — and trust wins

With 54% reporting increased competition in the past year, differentiation matters more than ever.

How has competition changed in your market over the past year?



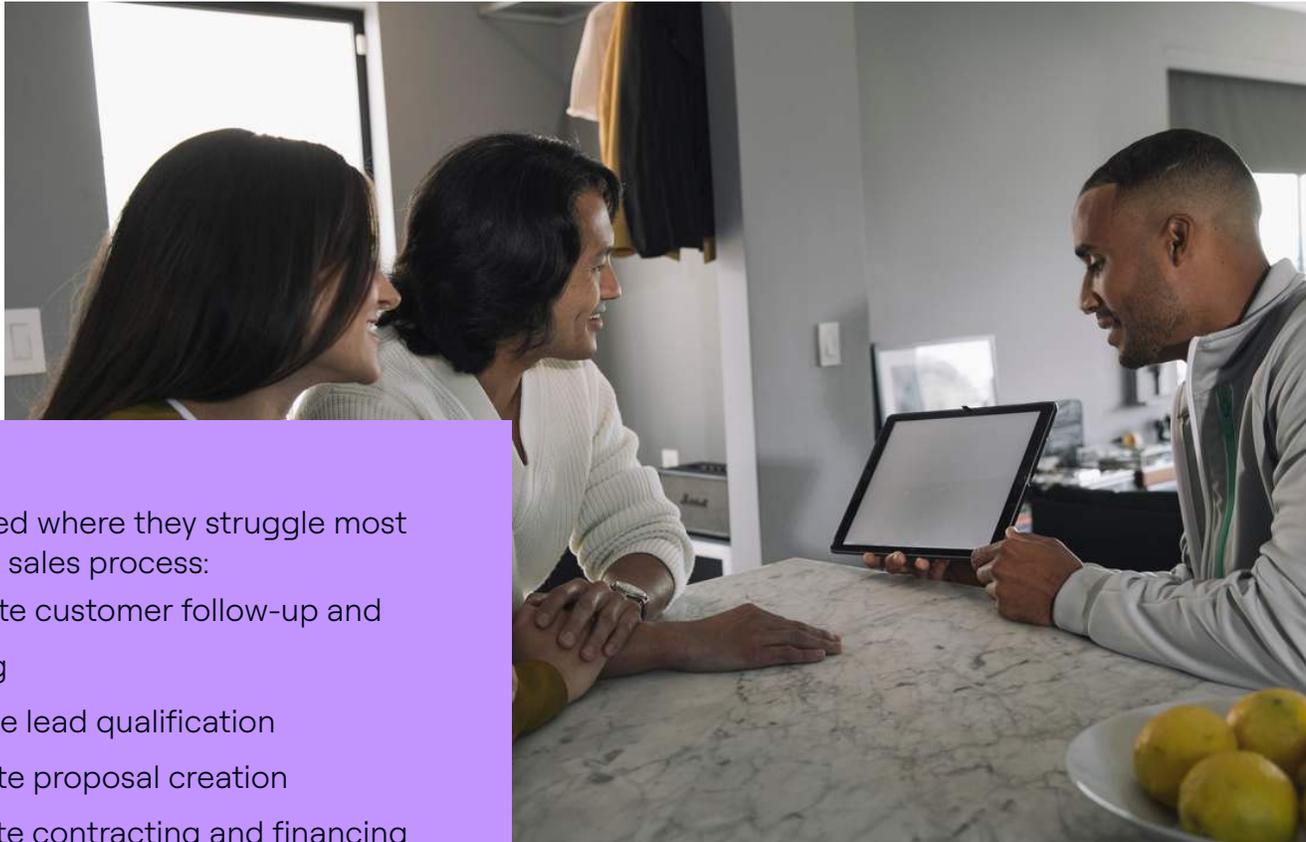
When asked why they win deals over competitors, sales reps pointed to:

- Better reputation and reviews (49%)
- Better customer experience (48%)
- Lower pricing (30%)
- Better product quality/equipment (15%)

In a more competitive environment, trust and professionalism outrank price. The way a deal is presented — including the clarity of the proposal, the credibility of the savings estimates, and the accuracy of system design and production numbers — increasingly influences the outcome. As homeowners evaluate more bids, confidence in the numbers and trust in the data become as important as the equipment itself.

Closing is the bottleneck

With increased competition for fewer installs, the most efficient sales teams win more often. So, it's critical to identify those bottlenecks in your sales process and find ways to improve them.



When asked where they struggle most during the sales process:

- 50% cite customer follow-up and closing
- 41% cite lead qualification
- 23% cite proposal creation
- 22% cite contracting and financing approval
- 18% cite pricing and incentive calculation

Of course, we always want to generate more leads, but we can see there's a big opportunity to convert existing ones more efficiently. Automation and streamlined workflows play a growing role here. Reducing manual steps, minimizing back-and-forth, standardizing documentation, and moving seamlessly from proposal to agreement help teams maintain momentum.

In a market where every deal matters more, the ability to move quickly — without sacrificing professionalism — becomes a defining edge.

Solar sales in 2026

The 2026 sales landscape is defined by expansion — of products, financing options, homeowner expectations, and competition.

Storage is becoming foundational. Financing structures are diversifying. Solar companies are evolving into full home energy providers. And efficiency at the point of close is increasingly tied to revenue performance.

The common thread across these shifts is flexibility.

Sales teams that can model different scenarios, offer multiple financing pathways, communicate clearly, and move efficiently from proposal to agreement will have a measurable advantage. Not because the market is easier — but because they are better equipped to navigate it.

