HOW TO EARN ₹100000 PER MONTH FROM SOLAR

YOGESH DUA
JMD, UTL SOLAR

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Dedicated to

I dedicate this book to my wife Harsh Dua who silently helped me behind the scenes all throughout my professional life. She has been there with me from the time my business was taking turns up and down and getting aligned to take this new shape. It takes deep toll to support the family behind the scenes when one person is completely immersed in non family activities. From the smallest core of house maintenance to the biggest decision of children's career direction, she has done it all. It won't be a lie if I say she has been playing the role of hundred percent mother and ninety percent father for both of my children.

Beside this I have been a domestic chores liability for her. Whenever I am at home she works a lot especially for me. She loves cooking good food for me. She takes me out for occasional family dinners, we take outside. She has been there to support me all the while I am down.

Without her patience, understanding, support and most above all love, the completion of this work would not have been possible.

Acknowledgments

I would like to express my gratitude to the many people who saw me through this book; to all those who provided support, talked things over, read, wrote, offered comments, allowed me to quote their remarks and assisted in the editing, proofreading and design.

Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my mother, whose love and guidance are with me in whatever I pursue. She is the one who brought us four poor children up after my father died in a road accident when we all were just studying in schools. My mother was very weak within without my father but never let us feel any kind of hardship whatsoever. She stood like a rock for the upbringing and protection of us all. I acknowledge the inputs of both my daughters, particularly Ashmita who gave me ideas needed at times.

Most importantly, I wish to thank my classmate, friend from more than half of my life, partner and Managing Director at UTL Solar Mr. Pawan Garg who provide business skills training to this non business family child from the start. He taught me the very basic principle of endured relationship - first do and then expect.

Last and not least: I beg forgiveness of all those who have been with me over the course of the years and whose names I have failed to mention.

Yogesh Dua

Results of the Book

This book highlights the principles developed after considering all aspects of the solar business. These principles have been tested by the author across more than 100 UTL Solar franchises and only after practical success in almost all cases have they been included in this book. This book has the potential to create numerous new employment opportunities in the solar energy sector, especially for young entrepreneurs. The author is confident that readers will adopt these principles and establish their solar retail business successfully. Furthermore, they can become integral contributors to the revolution of solar energy in India.

Get to Know Yogesh Dua

Yogesh Dua is a specialist in the solar business with remarkable achievements, including:

Education:

- Graduate in **Industrial Electronics** and **Instrumentation Engineering**
- Law Graduate

Work Experience:

- Never worked a job, started directly as an entrepreneur.
- Over 23 years of experience managing the power conditioning domain.
- Established a chain of over 100 solar showrooms in India.

Awards, Titles, and Positions:

- Joint Managing Director at **UTL Solar**
- Speaker at various platforms, including seminars and TV shows on solar energy.
- Featured in several electronics magazines.

Achievements:

- Started the inverter business from scratch without any prior experience and grew it to a turnover of ₹200 crores.
- Successfully managed over 1,000 employees under the banner of UTL Solar.
- Contributed to making UTL Solar one of the most recognized brands in India.

Played a crucial role in positioning UTL Solar as India's largest off-grid solar company.

- Helped UTL Solar achieve the position of India’s largest solar off-grid company and was honored by the Director General of NISE, MNRE

This is the individual who can help you start and expand your solar business from rural to block level and even on national scale. This man has achieved everything that you aspire to accomplish.

As you can see, solar business expert Yogesh Dua is uniquely qualified to assist you in understanding everything you need to know about your solar business.

Who Should Read This Book?

This book is primarily written for retailers new to inverters, batteries, or solar products who aim to establish their retail business successfully. It claims that by fully adopting its principles, retailers can earn up to ₹1,00,000 per month from solar retail business. However, it is not limited to new retailers in this field. Anyone planning to start a new business can benefit from this book and establish their solar retail business with minimal investment and effort.

The author also recommends this book to India's key policymakers as it highlights solutions for creating employment in the rooftop solar and unorganized sectors.

How to Use This Book?

We have seen in life that many highly educated individuals accumulate vast amounts of knowledge but often fail to utilize it. What is the use of knowledge that cannot be put into practice, even after attaining high degrees? A repository of knowledge holds no value unless it is applied.

The best way to utilize knowledge is by connecting it with one's life experiences, thoughts, and insights. If we want to ensure that the reader has connected the principles given in the book with their life experiences, thoughts, and knowledge, there is no better way than asking them questions and having them write their answers. That is why, at the end of every chapter in this book, there are a few questions provided, along with space to write the answers.

The true benefit of reading this book will only be realized when the reader sincerely answers the questions given at the end of each chapter. Otherwise, expecting any benefit from this book would not be meaningful.

When you read this book, you will find that there is nothing new written in it. It is highly likely that you already know everything mentioned in this book. However, the most important aspect is that if the points mentioned in the book are implemented at the right time and in the manner described, there is a high likelihood of gaining the full benefits of this book.

Foreword

The Prime Minister of India, **Narendra Modi**, has been a strong advocate for promoting the solar energy sector from the very beginning. He has taken significant steps toward advancing this sector, making India a recognized leader in solar energy globally. Solar energy is an excellent renewable energy source that is environmentally friendly and sustainable. It plays a vital role in supporting India's rapidly growing economy.

Currently, approximately 17% of India's total imports are spent on oil, primarily for transportation and energy production. India has immense potential to generate solar energy, which can significantly contribute to powering electric vehicles and other systems in the future. By reducing oil imports, solar energy can become a critical domestic resource for India.

Rooftop solar is one of India's fastest-growing renewable energy sub-sectors. However, to achieve the ambitious renewable energy targets set for 2022, it is essential to accelerate the adoption of rooftop solar systems. Of the 40 GW solar capacity target, only 10 GW of rooftop solar projects have been implemented so far. While the government is providing subsidies to consumers to encourage solar adoption, inefficiencies in subsidy disbursement often act as a hindrance. Subsidies can sometimes act as roadblocks in the solar market. When subsidies are available, consumers delay purchases to take advantage of the benefits. However, when financial aid runs out, the market takes a long time to recover, as consumers continue to wait for subsidies to return. Removing subsidies in certain sections could accelerate the growth of the general solar market and help meet the 2022 rooftop solar targets.

According to an NCEUS report, in 2005, 95% of India's workforce was employed in the unorganized sector, contributing over 50% of the country's GDP. The rooftop solar sector, being part of this unorganized sector, has the potential to emerge as the second-largest employment generator after agriculture.

With decreasing power cuts, inverter and battery dealers are experiencing reduced business. However, these dealers can play a vital role as agents of change in the rooftop solar sector, significantly contributing to India's solar energy goals. This book aims to inspire inverter and battery dealers to transition into the rooftop solar market, helping India achieve its renewable energy goals. By adopting the principles and strategies shared, readers can contribute to the creation of employment opportunities and take an active role in advancing the solar revolution.

Inspiration

According to data from the Ministry of New and Renewable Energy, Government of India, as of July 31, 2019, India has achieved only 2 GW of its 40 GW rooftop solar target for 2022—just 5% of the goal. Rooftop solar is a large and rapidly growing segment of the unorganized sector, with the potential to become a major source of employment in the coming decades. This book sheds light on how inverter and battery dealers can adapt to the changing energy landscape and work as active representatives for rooftop solar. By doing so, they can play a vital role in achieving India's rooftop solar capacity targets. All that's needed is a little inspiration and financial support. This book serves as both a guiding roadmap and an inspirational resource for new solar entrepreneurs.

Shekhar Singhal
Director General,
Eastman Auto & Power Limited

Table of Contents

Chapter 1

Are You Still in the Same Place as Years Ago?

I would like to request you to reflect on your past. Think back to 5 or 10 years ago when you started your business as an inverter dealer or battery dealer. Take a moment to evaluate your financial journey from then to now. Where were you financially at that time, and where do you stand today? Are you satisfied with your progress? In my experience, very few dealers have been able to make their efforts truly meaningful. There are certain reasons responsible for this situation.

(1.1) Low Profits

Profit is something every shopkeeper knows about, but very few shopkeepers calculate how much of that profit they are actually able to take home after selling goods.

There are two types of profits: Gross Profit and Net Profit.

For example, if you bought a battery for ₹11,000 and sold it for ₹12,000, your gross profit appears to be ₹1,000. At first glance, it seems like you've made a profit of ₹1,000, but is that truly the case?

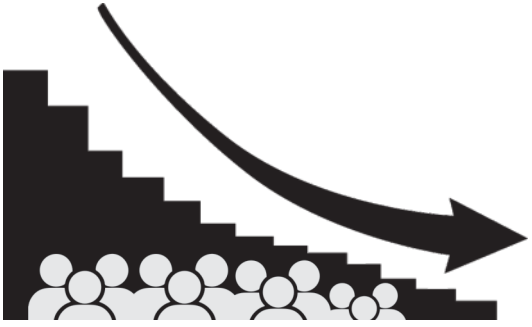
The answer is **no, not at all.** Here's why:

From this ₹1,000 profit, **28% GST** (₹280) will be deducted first. Then, if you sell the battery, your worker will go to the customer's house for installation. Assume half a day's wages for the worker, which comes to ₹150. Next, if the customer's battery wire needs replacement, you will bear that cost. Additionally, transportation costs for delivering the battery to the customer's house and your worker's return expenses—let's assume ₹125 for these. So far, your expenses amount to ₹550, leaving you with a remaining profit of ₹450. If you sell 20 batteries in a month, your total profit would be ₹9,000. Now, consider your shop rent—how much is it? Or let's put it this

way: if you had rented out your shop instead of running a business, how much rent would you have earned? If you had rented it out, you might have been doing a job somewhere and earning a fixed salary. So, how much are you truly taking home now? What looks like a gross profit of ₹20,000 might actually turn into a **net loss** when calculated properly.

And if you aren't paying GST, understand that you're preparing to pay it later. GST isn't like the old sales tax or VAT; it is a **mandatory tax by the central government**, and you will have to pay it sooner or later.

(1.2) Declining Customer Rates



A few years ago, you might remember that selling even one inverter used to save ₹1000 to ₹2000. Gradually, as more inverter companies entered the market, the competition to increase inverter sales grew.

With an increase in supply, the rates naturally started to drop. What once offered a saving of ₹750 later dropped to ₹500 and then even to ₹100. Slowly, as the rates kept decreasing, the situation today is such that when you sell a battery, you almost end up paying out of your own pocket to sell the inverter.

(1.3) Underpricing

To meet their targets, distributors sometimes sell goods outside their areas at reduced prices. Even company staff occasionally assist them in this practice to meet their quotas. This leads to a ripple effect, where dealers are forced to sell products at or below cost price.

Think about it: When you opened your shop, was this the vision you had? If not, what was the purpose for which you started your business?

Did you know that accumulated knowledge is of no use unless applied effectively?

The benefit of reading this chapter will only be realized if you sincerely answer the following questions:

• Have you ever calculated your profits using the method described above? Write down your net profits for the past two years based on the approach described:

• Have you noticed a decline in customer rates over time? Write down the customer rates for your products over the past two years:

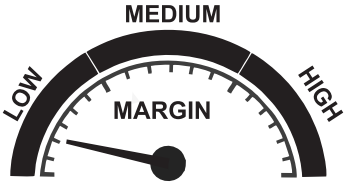
Chapter 2

Why Are You Stuck in This Loop?

The government has successfully reduced electricity consumption through initiatives like star ratings for products such as air conditioners, fans, etc. Earlier, a 100-watt bulb provided the same brightness that is now achieved by 20-watt CFLs and, today, even by 10-watt LEDs. Despite population growth, electricity needs have not increased as rapidly. Over the past decade, several large companies

thermal and nuclear power plants have been established and are operational. Additionally, the adoption of solar power plants is accelerating, with solar panel prices decreasing year after year. These developments have resulted in reduced electricity demand, leading to lower demand for inverters and batteries. However, companies must maintain sales to cover their rising costs. To do so, they often reduce your profit margins—but indirectly.

(2.1) Over-reliance on Credit



keep their production running by offering generous credit to distributors. When products don't sell, additional stock is pushed to distributors and further down to dealers on credit. When dealers are burdened with unsold stock, they are forced to lower their profit margins to sell the inventory, causing financial strain.

(2.2) Company Offers and Schemes

When the sales season ends, companies are compelled to come up with strategies to clear their stock. They launch various offers and schemes for dealers, pushing sales volumes through these schemes. For example, in schemes like the **Bangkok Tour Scheme**, dealers pick up stock to enjoy the offered rewards. However, the market demand remains unchanged, but dealers accumulate stock. This stock doesn't pile up with one dealer alone but with all dealers. In such cases, dealers end up competing amongst themselves to sell their accumulated stock.

These situations keep your focus away from your progress, and you keep repeating what others force you to do.

Do you know that accumulated knowledge offers no benefit until it is utilized?

The benefit of reading this chapter will only come when you thoughtfully answer the following questions. Without doing so, expecting any benefit from this exercise is not realistic.

• Have you ever experienced financial losses due to excessive credit? Write your experiences below:

• Have you ever experienced that dealers forget their own path due to the allure of company tours and other such perks? Write down the names of two such dealers in the spaces below and explain how you would make them understand.

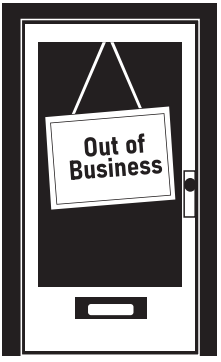
Chapter 3

What Will Happen If This Continues?

It is often said that once we learn something, we prefer to keep doing it because repeating something that has already been learned and practiced a few times becomes easier for the brain. On the other hand, learning something new requires significant mental effort, and preparing oneself for this effort is challenging without substantial motivation. As a result, we resist change. However, if things remain the same and we do not change, the future could be fraught with difficulties.

(3.1) In a Few Years, Traditional Inverter Businesses Will Shut Down

We are aware that electricity demand in our country is no longer increasing significantly. With the availability of various energy sources, the supply of electricity is likely to meet demand in the near future. Just as in Western countries, power cuts in India may soon become nearly non-existent. As a result, the demand for traditional inverters is expected to diminish significantly in the near future. If the demand for inverters declines, customers will also stop replacing old batteries with new ones, even when their batteries are damaged or have reached the end of their lifespan. Consequently, the businesses of both inverters and traditional inverter batteries are on the brink of collapse.



(3.2) Change Is Necessary for the Next Generation

Whether our income increases or not, our expenses are bound to rise for two main reasons. First, with time and the economic progress of society, the needs of family members will inevitably grow. Second, in today's era, quality education is the key to advancement for children, and it comes with a significant financial cost. If children are not provided with the necessary expenses for their education according to their needs, they

too will fail to progress. As a result, this situation will not only keep us lagging behind but also make us responsible for holding back the next generation.

(3.3) If Society Moves Forward, Will You Stay Behind?

India is now poised to stand among developed nations. This indicates that Indian society is progressing rapidly. Our social and economic structures are evolving, and our institutions and resources are advancing. You may have observed that people around you are moving ahead by securing better jobs. In such circumstances, it is essential not to let yourself and your family lag behind in this era of progress. To keep pace with society, it is vital to advance yourself as well.

Do you know that knowledge is of no value unless it is applied?

The benefit of reading this chapter will only be realized if you thoughtfully answer the following questions. Without doing so, expecting any benefit from this exercise is unrealistic.

● Do you believe that the inverter business will decline significantly in the near future? Write your thoughts in the spaces below:

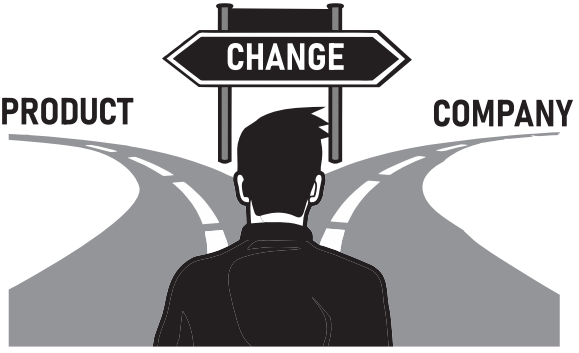
• Do you envision new milestones for yourself and your family? Write down your current monthly income, how your family will be living five years from now, and your expected monthly income at that time:

Chapter 4

What Should Be Done in Such a Situation?

After all this information, it becomes clear that change is essential. However, understanding what kind of change can bring about significant improvement is equally important. Some people have adopted the changes mentioned below.

(4.1) Changing the Company



It may seem like the easiest solution: if the products of my company are not selling well, I should switch to selling products from another company whose products are performing better. Most dealers, when faced with declining sales, decide to change their company. They believe that if the current company's products are not selling, they should start selling products from a company that has better sales. This seems like it would solve the problem. However, this change is just a small part of the larger issue. The company that is doing well today will likely face similar challenges as others in the future. In reality, the companies whose products are selling in large volumes often have lower profit margins. The same recurring issues will eventually arise. Thus, this type of change does not effectively address the root problem and often fails to bring about meaningful improvement.

(4.2) Changing Workers, Shop or City

Often, when things are not going well, we tend to lean towards superstitious beliefs. Thoughts like, "This particular worker is unlucky for me," "This shop is not favorable for me," "Someone has cast an evil eye on my shop," or "The business opportunities in this city are not as good anymore," start creeping in.

In reality, any change made without addressing the root cause is not a genuine change. Such changes do not eliminate the fundamental problem but merely create the illusion of improvement without yielding real results.

(4.3) Changing the Products

If we consider changing the products sold in our shop, it indicates that we have understood the root cause—reduced power cuts and the resulting decline in inverter and battery sales. This realization leads us to think about selling a different product. However, before making this change, it is crucial to assess whether this new product will actually provide good business opportunities. Some individuals switched from selling inverters to property business, or dealing in electrical items, or CCTV cameras. Any of these businesses can work, but it is essential to evaluate whether the customers who previously purchased inverters or batteries from you will buy this new product or service. Furthermore, can you manage the sales, installation, and service of this new product effectively? Simply observing that someone else is running a successful business with this product or service and assuming yours will also succeed is not a sound basis for making such a change.

Do you know that knowledge is of no value unless it is applied?

The benefit of reading this chapter will only be realized if you thoughtfully answer the following questions. Without doing so, expecting any benefit from this exercise is unrealistic.

• Do you believe that some changes are necessary for your business to fulfill your dreams? Write down the changes you think will help achieve your goals:

Chapter 5

Should You Adopt Solar?

Since inverters and batteries are part of the power conditioning product line, solar business aligns closely with this line. This is because solar products combine inverters and batteries with solar panels to create a new product, which

can be sold to the same customers who were earlier purchasing inverters and batteries.

One significant reason why the solar business will perform better than inverters is that inverters are only useful during power outages. On the other hand, solar systems not only provide electricity during outages but also convert sunlight into electricity, thereby reducing electricity bills. This means that solar is not just a continuous source of electricity but also a sustainable source of free electricity generation from the sun. The sun is eternal, and so is the potential for this business. As you see, electrical items are installed in almost every home. However, new products are still sold because some new houses are built, and older houses require repairs. Similarly, solar products will always be needed in both new and old homes.

Another key aspect of the solar business is that it operates at a much higher price point than inverters, naturally leading to higher profits. If the average transaction size increases, so will your earnings. Furthermore, this business is expected to last longer and remain sustainable.

Do you know that accumulated knowledge is of no value unless it is applied?

The benefit of reading this chapter will only come when you sincerely answer the following questions:

• Do you believe the solar business can fulfill your dreams? Write about it in at least two sentences below

Chapter 6

Can Solar Help You Earn One Lakh Rupees Per Month?

Before starting any work, investigating it thoroughly is a wise decision. Not doing so results in starting the work and then shutting it down later, leading to nothing but a waste of time, social reputation, and money. Let's understand properly whether it is really possible to earn ₹1 lakh per month from solar.

Let's calculate how much minimum sales you can achieve and how much minimum profit you can save. This way, we will get a fair estimate. Solar can primarily be sold to two types of customers: one is residential customers, and the other is institutional customers like commercial or industrial establishments. Residential customers buy solar systems ranging from 1 kW to 10 kW. Institutional customers generally buy solar systems ranging from 3 kW to 100 kW. If you can sell solar systems to 10 customers in an entire month, you can earn ₹1 lakh.

For simplicity, let's assume that after acquiring full knowledge of solar, you sell 5 solar systems of 1 kW and 3 solar systems of 3 kW to 8 residential customers. Additionally, you sell one 5 kW and one 10 kW solar system to 2 institutional customers. Altogether, this is a sale of 28 kW solar systems. Assuming an average price of ₹50 per watt for solar, this sale amounts to ₹14 lakh. With a gross profit of 10%, this sale results in a savings of ₹1.4 lakh, and after deducting expenses, a minimum net profit of ₹1 lakh per month can be achieved. Additionally, in villages, many people buy solar panels and batteries to run DC fans and small lights. Your existing inverter and battery business would also contribute to some extent.
Now, the point to understand is whether you can sell products to the 10 customers mentioned above or not. It looks very easy, but due to higher costs, customers are not always so easily convinced. To achieve this, you will need to win their complete trust. Detailed information on this is provided in the upcoming sections

Do you know that accumulated knowledge is of no value unless it is applied?

The benefit of reading this chapter will only come when you sincerely answer the following questions:

• Do you believe you can earn one lakh rupees per month from solar? Calculate the income you can generate by writing the types of solar products, their quantities, and their potential prices in your region below:

Chapter 7

Learn from the Failures of others

The possibility of a successful solar business does not directly mean that if we start a solar business today, it will thrive significantly by tomorrow. It requires a lot of understanding. Some people started a solar business but also shut it down. They faced the problems mentioned below. Let us understand them carefully:

(7.1) Inability to Sell

We have complete knowledge about inverters and batteries, such as how much load they can handle and for how long. However, determining how many solar panels are required to handle a specific load for a certain duration, which inverter would be suitable, and how many batteries would be appropriate due to the energy generation fluctuations throughout the day, were aspects that dealers lacked in the beginning. Due to this lack of knowledge, they could not gain the trust of customers, which became a major reason for not receiving orders. During conversations, if the customer feels that the dealer lacks accurate and complete knowledge, they hesitate to invest, fearing improper solar system installation. Consequently, when they couldn't sell solar systems, new dealers found the work unappealing and gave up on the business, thinking that solar business doesn't work.

(7.2) Incompetent Employees

Some dealers hired individuals who had little to no knowledge of solar technology. They did so because they themselves lacked complete knowledge of solar systems and believed these individuals could manage solar sales, installation, and service. Due to the lack of knowledge, these employees either left the job after a short period or were dismissed by the dealer. This led to the dealer ultimately abandoning the solar business. There were two primary reasons for this failure: first, the employees' knowledge about solar systems was not thoroughly investigated before hiring, and second, no professional training was provided to these employees later. Moreover, the dealer themselves did not make enough efforts to learn about solar systems.

(7.3) Inability to Fulfill Commitments

In the beginning of the business, dealers did not have complete knowledge of solar. Due to this, they would agree to whatever the customer asked. For example, if the customer asked whether their electricity bill would stop completely after installing solar, the dealer would say, "Yes, it will stop completely." Or if the customer asked whether their air conditioner would run on a solar inverter, the dealer would reply, "Yes, it will run."

Due to a lack of knowledge, some dealers made all kinds of commitments to solar customers. However, when the systems were installed, the results did not meet the customer's expectations. Every solar system is at least two or three times more expensive than a regular inverter. As a result, neither the dealer had the capacity to bear such a significant loss, nor did the customer. In such a situation, customers would speak negatively about the system and the dealer to everyone in their surroundings and acquaintances, damaging the reputation of both solar and the dealer. On top of that, the money for the installed system often remained unpaid. Some dealers even left the solar business due to these losses.

In all the problems mentioned above, one thing is entirely common. The root cause of all these issues is a lack of complete knowledge about solar. I have also observed this point in my experience. I found that those UTL Solar Shoppe owners who were previously in the inverter and battery business performed much better. The primary reason for this is that the solar business is quite similar to the inverter-battery business, and these Shoppe owners already had half the knowledge about solar due to their background. These people even managed to earn more than ₹1 lakh per month. The clear conclusion is that if complete knowledge about solar is acquired, one can start a successful solar business

Do you know that knowledge is of no use until it is applied?

The benefit of reading this chapter lies only in answering the questions given below with full attention; otherwise, do not expect to gain any advantage from it.

• Do you know some people who started a solar business and later shut it down? Talk to such people at the locations provided below and write a description of the reasons they gave for their failure.

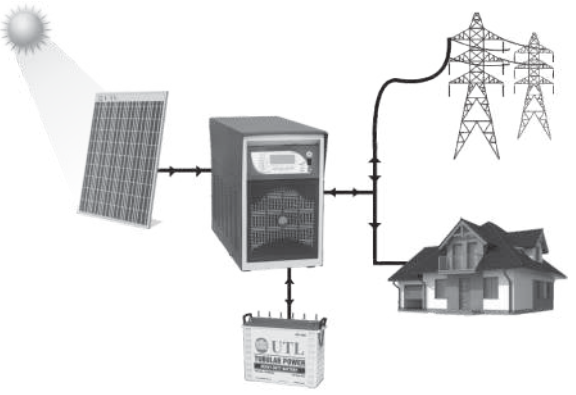
Chapter 8

Types of Solar Systems

Based on their usage, there are five types of solar systems:

1. Off-Grid Solar
2. On-Grid Solar
3. Hybrid Solar
4. Street Light Solar
5. Agriculture Pump Solar

(8.1) Off-Grid Solar



Off-grid solar is used to supply electricity through batteries and solar panels during power cuts and to save on electricity bills when power is available. Similar to inverters and batteries used earlier, off-grid solar works in a comparable manner. In an off-grid solar system, the solar inverter comes with an inbuilt solar charge controller. Along with connections for electricity and the battery, there are also connections for solar panels. You connect the wires coming from the rooftop solar panels to these connections, and the built-in solar charge controller utilizes solar electricity to charge the batteries and power the load.

The battery used in off-grid solar systems looks similar to inverter batteries, but there is a slight difference in their design and warranty. Solar tubular batteries are made from 8mm thick plates and have a warranty of 3 to 5 years.

Any solar charge controller adjusts the electricity coming from solar panels to match the DC voltage of the battery before supplying it to the battery and the system. The technology used for this process determines the efficiency and pricing of solar , ensuring maximum and faster utilization of solar energy.

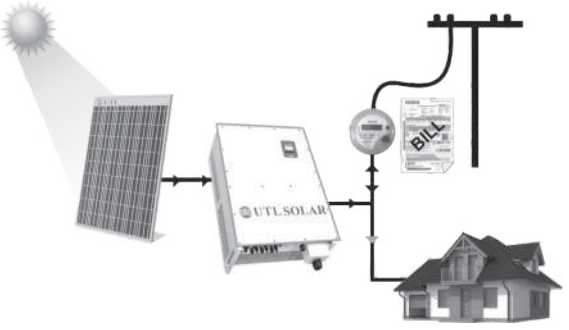
inverters. Off-grid solar inverters are based on three types of solar chargers: PWM, MPPT, and rMPPT.

PWM (Pulse Width Modulation) Solar Charger
This is the most basic type of solar charger and operates using Pulse Width Modulation technology.

MPPT (Maximum Power Point Tracking) Solar Charger
The sun does not remain consistent throughout the day—its intensity and light vary during the morning, noon, and evening. Hence, solar panels do not always produce a constant voltage. If this varying voltage is directly supplied to the battery, it may result in either suboptimal or excess solar energy generation. MPPT technology ensures that at any given moment, the voltage output that produces maximum solar energy is identified and utilized. This is why it is called Maximum Power Point Tracking (MPPT).

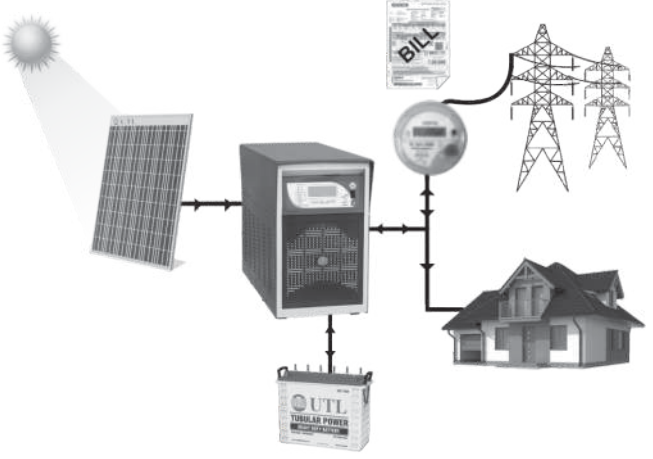
rMPPT (Rapid Maximum Power Point Tracking) Solar Charger One small issue with MPPT solar chargers is the time it takes to continuously track the maximum power point. During this tracking process, solar panels may not be utilized to their full potential. In rMPPT technology, tracking is made rapid using various advanced methods

(8.2) On-Grid Solar



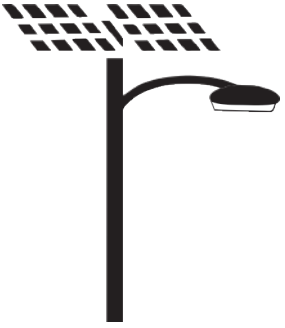
On-grid solar is used to save on electricity bills because it does not have any battery to store solar energy. In an on-grid solar system, the solar inverter is directly connected to the electricity supply. The electricity generated is used by the customer, and the remaining units are deducted from the electricity bill. This process of offsetting electricity usage is called net metering. Across India, net metering is used exclusively for residential on-grid solar systems.

(8.3) Hybrid Solar



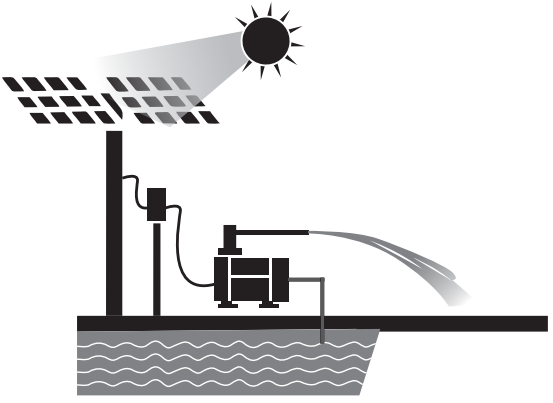
Hybrid solar is a combination of off-grid and on-grid solar systems. It includes batteries to provide backup during power cuts and also has the provision to send excess solar energy back to the grid when it is not being utilized.

(8.4) Street Light Solar



You must have seen street light solar systems. Today, the lights on electric poles are often LED lights powered by solar energy. Small solar panels and batteries are installed alongside the LED lights to run them on both solar energy and electricity. This is known as a street light solar system.

(8.5) Agriculture Pump Solar



Agricultural pumps used for irrigation are now being powered by solar energy. Solar agricultural pumps do not include batteries. The solar energy generated by solar panels is converted through a motor pump controller to run the water pump. The more sunlight falls on the solar panels, the more solar energy is generated, and the faster the pump can draw

water. However, this system does not work in darkness or at night.

Although your sales depend on the social and economic conditions of your region, considering your previous experience with inverters and batteries, you are more likely to sell off-grid and on-grid solar systems. Hence, you should focus on acquiring detailed knowledge about these systems.

Do you know that knowledge is of no use until it is applied?

The benefit of reading this chapter lies only in answering the questions given below with full attention; otherwise, do not expect to gain any advantage from it.

• What is the biggest benefit of rMPPT? Write below the benefits it provides to dealers in the given blank spaces.

● How many types of solar systems are there based on their use? In the given blank spaces below, write their names along with the number of customers for each type in your region.

● Which type of solar system is likely to sell more and generate higher income for you in your region? In the blank spaces below, write your thoughts along with reasons.

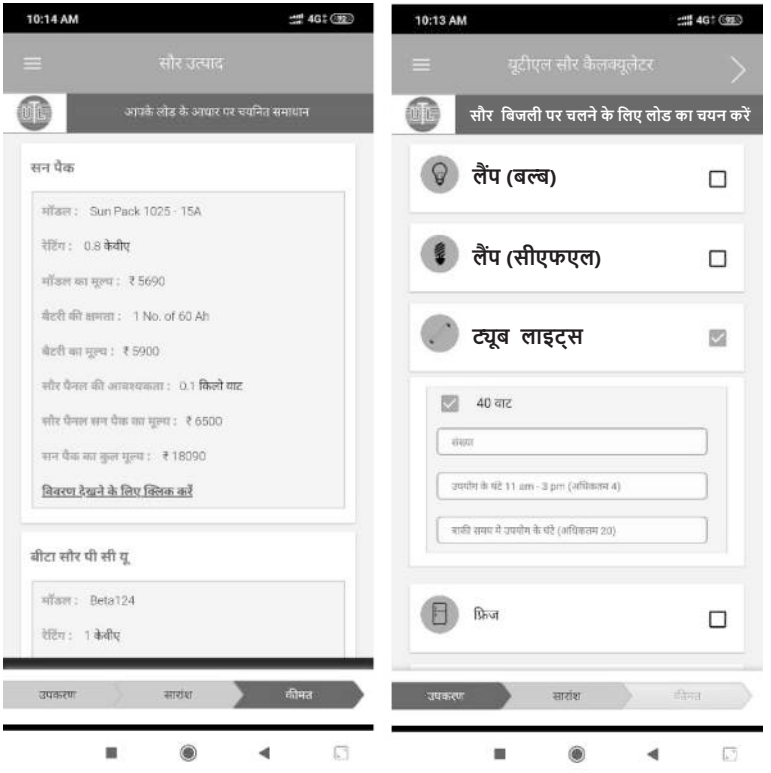
Chapter 9

Indian Solar Calculator

The biggest question in off-grid solar systems is determining which solar inverter, battery, and how many solar panels are needed to meet the customer's requirements. Once you have the correct answer to this question, you can consider half the work of securing an order already done. To address this challenge, this chapter has been included in the book.

Indian Solar Calculator

The Indian Solar Calculator is a mobile app that can be downloaded on any Android phone. Using this app, you can input the required load and backup time to check which solar inverter is suitable for the given load and duration. It also determines how many batteries and solar panels are needed and specifies their types. Additionally, the app provides the rates for solar inverters, batteries, and solar panels. It displays various inverters with their increasing rates, guiding the customer according to their needs. This app can be used in both Hindi and English languages. It also calculates prices in Indian Rupees and US Dollars, making it convenient for the customer.



A video explaining the Indian Solar Calculator is available on YouTube, with its QR code provided below.

You can scan this QR code with your mobile phone to watch the video now. Alternatively, you can type this link on YouTube to watch the video

https://youtu.be/_RxWVySXios

If you want to download the Indian Solar Calculator mobile app on your phone right now, scan the QR code below with your mobile phone or visit the link:

https://play.google.com/store/apps/details?id=com.techferry.SolarCalculator&hl=en_IN

Download the app and install it on your phone. You can also download it directly from the Play Store on your Android phone by searching for the Indian Solar Calculator mobile app.

Do you know that knowledge is of no use until it is applied?

The benefit of reading this chapter lies only in answering the questions given below with full attention; otherwise, do not expect to gain any advantage from it.

Have you downloaded and used the Indian Solar Calculator app on your Android phone? Write below the benefits it provides to dealers in the given blank spaces.

• In the blank spaces below, write the benefits the app provides to customers.

Chapter 10

Common Questions Asked by Customers and Their Answers

As you read in the chapter "**Learning from the Failures of Others**," if we cannot satisfy the customer with our knowledge and responses, we cannot gain their trust. Without trust, no one will buy such an expensive product from you. To help with this, this book provides an easy method. If you can answer customers' questions accurately, there is a high chance you will earn their trust and secure orders from them.

I have discussed with UTL Solar management and included the common questions asked by solar customers and the responses provided by UTL Solar in this book. This will help you understand what questions customers ask and how to answer them. Please read these questions and answers carefully.

(10.1) Solar rMPPT / Solar PCU

Customer's Question: What is rMPPT?

Your Answer: An off-grid solar setup consists of three main parts: the solar inverter, solar panels, and a battery. The solar inverter accounts for only 15% of the total cost, while the largest expense—50%—is on the solar panels. There are three types of technology in solar inverters: PWM, MPPT, and rMPPT. Among these, rMPPT technology is the best. Many inverters sold under the name PWM are not actual PWM inverters but rather static switch inverters, which can only turn the solar panel on or off, resulting in low solar electricity generation. Consequently, a significant portion of the solar panel investment goes to waste. The rMPPT inverter is slightly more expensive, but it fully utilizes your solar panel investment, producing up to 30% more electricity compared to conventional solar inverters.

Customer's Question: Why should I pay more for rMPPT?

Your Answer: The rMPPT inverter is slightly more expensive, but it maximizes your solar panel investment by generating up to 30% more electricity compared to conventional inverters. Generating 30% more energy means you can use 30% fewer panels. The savings on these 30% fewer panels will offset the

higher cost of the UTL Solar rMPPT PCU, making it affordable.

Customer's Question: How does rMPPT work?
Your Answer: Solar panels generate varying voltages throughout the day—morning, noon, and evening. However, maximum energy cannot always be harnessed from this varying voltage. It is essential to continuously track the voltage at which maximum power is generated. Using UTL's rMPPT technology, this tracking is done rapidly, which is why it is called Rapid Maximum Power Point Technology (rMPPT). This allows you to generate up to 30% more energy from the same solar panels.

Customer's Question: Why is rMPPT more effective?

Your Answer: This generates up to 30% more electricity from the same solar panels compared to ordinary solar inverters. And such savings make this expensive PCU economical too.

Sir, 30% more energy means using 30% fewer panels. The savings from these 30% fewer panels can cover the cost of UTL Solar's rMPPT PCU. For example, if you install a 5 KVA solar system, it requires 5 KW of solar panels. However, if you use UTL Solar's rMPPT PCU instead of a standard one, you can achieve the same electricity output with just 3.5 KW of panels,

which would otherwise require 5 KW with a standard PCU. This 1.5 KW reduction in solar panels and installation costs (approximately ₹60,000) is enough to cover the cost of the 5 KVA UTL Solar rMPPT PCU. So, choosing **UTL Solar's rMPPT PCU** is entirely economical.

(10.2) Why Buy from You?

Customer's Question: How many units or customers do you have in our area?
Your Answer: UTL Solar has nearly 50 lakh satisfied customers, many of whom are from your state.

Customer's Question: Does your company provide service across India?

Your Answer: UTL has been operating for 23 years, and UTL Solar has over 190 service engineers available across India.

Customer's Question: How old is the company?

Your Answer: The UTL brand started in 1996 and has been in operation for 23 years.

Customer's Question: Which is the best solar inverter?

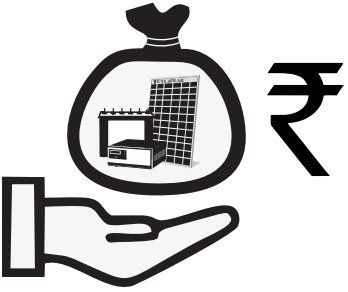
Your Answer: Sir, the rMPPT solar PCU is the best. It generates up to 30% more electricity from the same solar panels compared to a regular solar inverter. This means 30% fewer panels are needed. And the savings from this reduction in panels make the cost of this expensive PCU worthwhile.

For example, if you install a 5 KVA solar system, it requires 5 KW of solar panels. However, if you use the UTL Solar rMPPT PCU instead of a regular one, you can get the same amount of electricity with just 3.5 KW of panels. So, the savings from the

1.5 KW fewer panels, along with the installation cost (around ₹60,000), would cover the cost of the 5 KVA UTL Solar rMPPT PCU. Thus, the UTL Solar rMPPT PCU becomes extremely cost-effective.

Customer's Question: Does the company manufacture its products or source them from elsewhere?
Your Answer: UTL Solar has four manufacturing plants and produces all its PCUs in-house. We have filed patents for our **rMPPT** technology.

(10.2.1) Value for Money



Customer's Question: I need this system, but I am getting it at a lower rate from another company. Why should I buy from you?

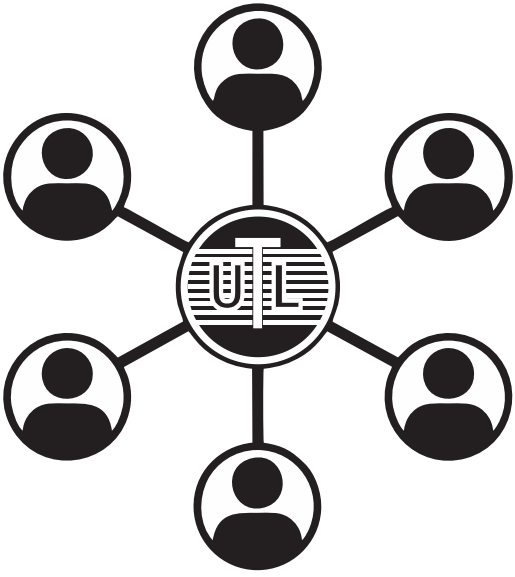
Your Answer: UTL Solar is the number one company in off-grid solar across India. In December 2018, UTL Solar received the "India's Most Preferred Solar Inverter" award. UTL Solar's rMPPT technology is patented and cannot be found with any other company. All satisfied solar customers around you will be UTL Solar customers. UTL Solar provides timely service across India. Despite all these advantages, UTL Solar's pricing is very competitive and attractive. Sir, this is why you should install a UTL Solar system.

Customer's Question: If I want to install solar at my home, how much will it cost?

Your Answer: The exact cost depends on your load requirements. Please tell me how many fans and tube lights you have at home, and I will provide the information immediately.

(Input the customer's load details in the Indian Solar Calculator and provide the accurate response.)

(10.2.2) Dealer / Distributor Network Existence Duration



Customer's Question: Who is your distributor in this area?

Your Answer: UTL Solar has 379 distributors across India. Some distributors have been working for 15–20 years, and once someone associates with UTL Solar, they remain connected. UTL Solar is the number one company in off-grid solar across India. Just last December, UTL Solar was awarded "India's Most Preferred Solar Inverter." UTL Solar's rMPPT technology is patented, meaning no one else can have it. All satisfied solar customers near you will be UTL Solar customers. UTL Solar provides timely service throughout India. Despite all these benefits, UTL Solar's pricing is very competitive and attractive.

UTL Solar has nearly 50 lakh satisfied customers, many of whom are from your state. Sir, you should install a UTL Solar system. Send me a "Ref" message on 9250885885, and I will send you a link to a 4-minute video.

Customer's Question: How many years has your company been operating?

Your Answer: The UTL brand started in 1996 and has been operating for 23 years.

Customer's Question: How many distributors are there across PAN India?

Your Answer: UTL Solar has 379 distributors across India. Some distributors have been working for 15–20 years, and once someone associates with UTL Solar, they remain connected.

Customer's Question: How can you prove that your quality is good?

Your Answer: UTL Solar is the No. 1 company in the off-grid segment across India. Just last December, UTL Solar received the award for "India's Most Preferred Solar Inverter." UTL Solar's rMPPT technology is patented and cannot be found anywhere else. All satisfied solar customers around you will be UTL Solar customers. UTL Solar provides timely service throughout India. Even with all these features, UTL Solar's pricing is very good and attractive.UTL Solar has approximately 50 lakh satisfied customers, many of whom are from your own state.

Sir, you should definitely install only UTL Solar system. Please send me a "**Ref"** message on **9250885885**, and I will send you the link to a 4-minute video.

(10.2.3) Bank Finance

Customer's Question: Is bank financing available?

Your Answer: Yes, it is available. Currently, HDFC Bank offers financing in some areas. In other locations, loans are available through Indian Overseas Bank. For purchases up to ₹1 lakh, only your Aadhaar card, salary slip, six months' bank statement, and ITR are required. For higher amounts, property papers may be needed. However, keep in mind that the loan process takes at least one month. For payment terms, I will connect you with your dealer for advance and installation payment details.

Customer's Question: How much is taken as advance, and how much after installation?

Your Answer: For payment terms, I will connect you with your dealer for advance and installation payment details.

(Send the customer's details to the nearest dealer/distributor via SMS, and share the dealer's number with the customer.)

Customer's Question: Does the company take payments in installments?

Your Answer: The company works on a 100% advance payment basis.

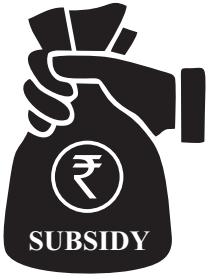
Customer's Question: Does the company arrange financing?

Your Answer: Currently, HDFC Bank offers financing in some areas, and in other locations, loans are available through Indian Overseas Bank, Canara Bank, or State Bank of India. For purchases up to ₹1 lakh, only your Aadhaar card, salary slip, six months' bank statement, and ITR are required. For higher amounts, property papers may be needed. However, keep in mind that the loan process takes at least one month.

Customer's Question: Should I take a UTL Solar inverter with a guarantee?

Your Answer: To ensure a 100% satisfactory solar experience, UTL Solar offers a 30-day money-back guarantee on Gamma+ and UTL Sun Plus. If within 30 days of purchase, you feel you are not getting sufficient solar output, battery backup is less than expected, or you are dissatisfied for any reason, you can return your UTL Gamma+ or UTL Sun Plus to the dealer, and you will get a full refund. However, this facility is currently available only for UTL Gamma+ and UTL Sun Plus models.

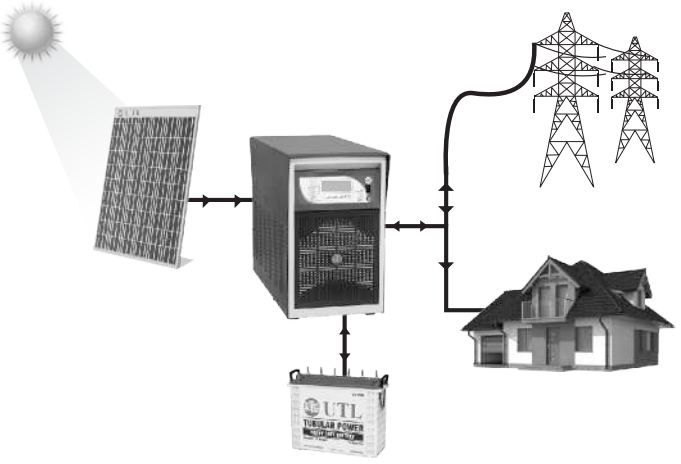
(10.3) Subsidy



Customer's Question: How much subsidy is available on solar, and how can it be availed?

Your Answer: Sir, there are two types of solar systems: with batteries and without batteries. Subsidies are not available for solar systems with batteries. For systems without batteries, power cuts (light/electricity) occur because there is no battery backup. A subsidy of up to 40% is available for systems up to 3 kW, and 20% for systems between 3 and 10 kW. No subsidy is available for solar units above 10 kW. However, subsidies are granted only when the state government has allocated funds for this purpose. Before installing the solar inverter, the government's electricity and solar departments must approve it. We will handle the entire approval process for you, but the subsidy amount will directly be credited to your account once it is released.

(10.4) Working of Solar PCU



Customer's Question: How does the UTL Solar PCU work?

Your Answer: When there is no electricity, the UTL Solar Inverter simultaneously charges the battery and powers the load through solar energy. For this, the solar panel setup must be complete. When there is electricity, the UTL Solar Inverter first charges the battery through solar energy, and after charging, it powers the load. The mode you select determines the functionality.

The UTL Solar Inverter offers three modes:

1. **PCU Mode**: Use this when electricity is available consistently. The inverter will charge the battery through solar energy first and then power the load.
2. **Hybrid Mode**: Use this when electricity cuts are frequent. In this mode, the inverter first charges the battery through solar energy and powers the load through solar and battery only when there is a power cut.

3. **Smart Mode**: In this mode, the inverter functions like the PCU mode during the day and the Hybrid mode at night.

Customer's Question: Will your inverter charge the battery and power the load simultaneously through solar energy?

Your Answer: When there is no electricity, the UTL Solar Inverter simultaneously charges the battery and powers the load using solar energy. However, to charge the battery and run the load, the solar panels must be fully installed. When electricity is available, the inverter charges the battery through solar power first, and once the battery is fully charged, it switches to running the load using solar energy. The operation depends on the mode you have selected.

The UTL Solar Inverter offers three modes:

1. **PCU Mode**: Use this mode when electricity supply is stable, and power cuts are rare. The inverter charges the battery through solar power first and then powers the load.
2. **Hybrid Mode**: Suitable for areas with frequent power cuts. The inverter charges the battery through solar power first and powers the load only when electricity is unavailable.
3. **Smart Mode**: The inverter operates in PCU mode during the day and switches to Hybrid mode at night.

Customer's Question: Can the inverter run loads directly through solar power without a battery?

Your Answer: No, it is not possible to provide backup without a battery. Solar panels alone cannot store energy for load backup.

Customer's Question: Will your inverter work without solar panels?

Your Answer: Yes, it will work without solar panels if you have a battery connected. If your budget is currently limited, you can use your existing or new battery with the UTL Solar Inverter and add solar panels later.

Customer's Question: Can I use old batteries with this system?

Your Answer: Yes, absolutely. If your budget is a bit limited right now, you can install the UTL Solar Inverter with either a new or an old battery. You can add solar panels after a few months. However, all the batteries used in a single system must have equal capacity (Ah). Using batteries with different capacities (higher or lower) will cause the new battery's capacity to degrade to match the older battery.

Customer's Question: Can I upgrade my system later?

Your Answer: Yes, you can upgrade your solar system at any time later. However, the planning for this upgrade should be done at the time of purchase. For instance, if you plan to add more capacity in the future but currently want to install a smaller system, this should be communicated upfront. Solar panels have a lifespan of 25 years, and you can use them at any location within their lifetime.

Customer Question: If my electricity connection is 2, 3, or 5 kW, how much solar capacity will I need?

Your Answer: Sir, there are two types of solar systems: battery-based and non-battery-based.

- For non-battery-based systems, the solar capacity is determined by your electricity meter's sanctioned load.
- For battery-based systems, the capacity depends on the load you want to run.

If there are power cuts in your area, even occasionally, you should opt for a battery-based system. Otherwise, a non-battery-based system will work.

To provide an accurate recommendation, please share details such as how many fans and tube lights you have. Based on this information, I can calculate your requirement using the **Indian Solar Calculator**.

For non-battery-based systems, the solar capacity should not exceed the sanctioned load of your meter. If you wish to install a higher capacity, you will need to upgrade your electricity meter.

Customer Question: What is the difference between on-grid and off-grid systems?

Your Answer: Sir, there are two types of solar systems:

1. **(Ongrid Solar Inverter) On-grid system**: This is a solar system without a battery. The electricity generated by this system is directly transferred back to the electricity company. For this, you need to install a new two-way meter from the electricity department so that both electricity consumption and transfer can be recorded. If your solar system generates more electricity than you consume, these units will be adjusted in your next electricity bill. This system is more cost-effective compared to a battery-based system because it does not include a battery. However, in case of a power outage, this system will not provide backup because it does not have a battery.

2. **(Offgrid Solar Inverter) Off-grid system**: This is a battery-based solar system. It looks like an inverter where a solar panel is also connected to the battery. This system powers your load using solar energy, electricity, and the battery, and provides backup during power outages. If there is even a single instance of a power cut in your area, you should install a battery-based system; otherwise, a battery-less system will suffice.

There is also a third type of solar inverter:

3. **(Hybrid Solar) Hybrid system**: This is a battery-based on-grid system, where the electricity generated by the solar panels is also sent to the electricity department. Additionally, in case of a power outage, this system powers your load. These systems are slightly more expensive.

Customer Question: What is an on-grid system?

Your Answer: An on-grid solar system is a system without a battery. The electricity generated by it is directly transferred back to the electricity company. For this, you need to install a new two-way meter from the electricity department so that both consumption and export of electricity are recorded. If your solar system generates more electricity than you consume, the extra units will be adjusted in your next electricity bill. This system is more cost-effective compared to a battery-based system because it does not include a battery. However, it does not provide backup during power outages since it lacks a battery.

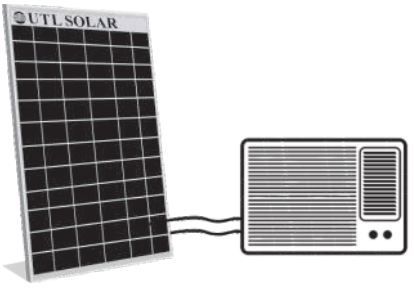
Customer Question: What is an off-grid system?

Your Answer: An off-grid solar system is a system with a battery. It looks like an inverter where a solar panel is connected to the battery. This system powers your load using solar energy, electricity, and the battery, and it also provides backup during power outages. If your area experiences power cuts lasting more than 5 hours, you should go for a battery-based system; otherwise, a battery-less system will suffice.

Customer Question: What is a hybrid system?

Your Answer: A hybrid system is a battery-based on-grid system where the extra electricity generated by the solar panels is sent to the electricity department, and during a power outage, the system can run your load as well. These systems are slightly more expensive.

Customer Question: Will your solar inverter run my AC?



Your Answer: Yes, sir. UTL Solar has systems ranging from 1 kVA to 120 kVA that can easily run your AC. If you have a low-power consumption inverter AC, it will run on a 5 kVA system. However, if your AC is older, you might need a 7.5 kVA system. It is better to check your AC's requirements first, and for that, I can connect you with one of our dealers. (Enter the customer's load details into the Indian Solar Calculator and provide the correct answer.)

(10.5) Home Load

Customer Question: What are your company's rates?
Your Answer: UTL Solar's rates are entirely competitive. UTL Solar systems are available from ₹39 per watt to ₹75 per watt. The exact price depends on your load requirement. Please let me know how many fans and tube lights you have at your location, and I will provide you with the information immediately.

(Enter the customer's load details into the Indian Solar Calculator and provide the correct answer.)

Customer Question: **My load is 600 W. What is the price of your system per watt?**
Your Answer: For a 600 W load, our suggested configuration is:

- UTL Sun Plus 1075 VA inverter – 1
- UTL UIT 150 AH tubular battery – 1
- UTL 150 W solar panel – 1

The total cost, including GST, is ₹39,999.

Alternatively, you can opt for:

- UTL rMPPT Gamma+ 1 kVA inverter – 1
- UTL UIT 150 AH tubular battery – 1
- UTL 1000 W solar panel

The total cost, including GST, is ₹42,999.

Note: Installation and additional materials are extra.

(10.6) Battery and Back-Up Time

Customer Question: What inverter should I install for my home load?

Your Answer: The exact recommendation depends on your load requirements. Please let me know how many fans and tube lights you have at your home, and I will provide the necessary information right away. UTL Solar's prices are highly competitive. UTL Solar systems are available from ₹39 per watt to ₹75 per watt.

(Enter the customer's load details into the Indian Solar Calculator and provide an accurate answer. Then, send their contact details to the nearest dealer/distributor via SMS and share the dealer/distributor's number with the customer.)

Customer Question: What size solar system is required for my factory or office?

Your Answer: The exact size depends on your load requirements. Please provide details of how many fans and tube lights you have at your premises, and I will calculate the requirements for you. UTL Solar systems are competitively priced, ranging from ₹39 per watt to ₹75 per watt. (Enter the customer's load details into the Indian Solar Calculator and provide the accurate answer. Then, send their contact details to the nearest dealer/distributor via SMS and share the dealer/distributor's number with the customer.)

(10.7) Roof Space

Customer Question: How much space does a 1 kiloWatt panel require?

Your Answer: A 1 kW solar panel requires approximately 100 square feet of space. This area should be shadow-free. Similarly, a 2 kW panel will require 200 square feet of space.

Customer Question: If my roof is sloped, can I still install solar panels?

Your Answer: Yes, solar panels can be installed on a sloped roof, but in such cases, a special solar structure is required for installation.

(10.8) Electricity Savings

Customer Question: **How much electricity savings can I expect from the system you are suggesting?**

Your Answer: The savings depend on the capacity of the solar panel installed. A 1-kilowatt panel saves more than 4 units of electricity on a sunny day. Considering 4 cloudy days a month, you can save over 100 units of electricity per month. Additionally, during power cuts, the solar system provides backup, which is also included in the 100 units. If your electricity rate is ₹5 per unit, you can save approximately ₹525 per month, along with receiving a backup power supply. Solar panels have a lifespan of 25 years, ensuring consistent savings throughout.

Customer Question: **Does solar efficiency differ in summer and winter?**

Your Answer: Solar electricity production depends on the sunlight intensity received by the panels. Solar panels perform best at a temperature range of 20–30°C, which is usually achieved during winter. However, due to shorter days in winter, the output is slightly higher during summer.

Customer Question: **Can we disconnect from the electricity grid?**

Your Answer: Yes, this is absolutely possible, but it requires a slightly higher investment. To achieve this, we need to install a solar plant approximately four times the capacity of your electricity meter. This is because the electricity you consume over 24 hours must be generated within 8 hours of sunlight, while also accounting for cloudy days. Please let me know how many fans and tube lights you have, and I will provide you with accurate information.

(Enter the customer's load details into the Indian Solar Calculator and provide an accurate answer.)

Customer Question: What is the Guarantee of solar production?

Your Answer: This is the question of a good and responsible customer. All UTL Solar panels come with a 25-year solar production warranty. This warranty is clearly mentioned on the warranty card. Over time, solar production may decrease by 2–3%, which is also mentioned on the warranty card.

Customer Question: What happens if the solar electricity generated exceeds my requirement?

Your Answer: In UTL Solar's off-grid systems, the extra electricity generated is stored in the battery and used to power the load, resulting in electricity bill savings. UTL Solar inverters have three modes:

- **PCU Mode**: Use this mode when electricity is consistently available, and power cuts are minimal. In this mode, UTL Solar inverters first charge the battery from solar energy and then run the load on solar power.

- **Hybrid Mode**: Use this mode during frequent power cuts. In this mode, UTL Solar inverters first charge the battery from solar energy and then run the load on solar and battery during power cuts.
- **Smart Mode**: In this mode, UTL Solar inverters operate like PCU Mode during the day and like Hybrid Mode at night.

In an on-grid system, any extra electricity generated is adjusted in your next electricity bill. However, any extra electricity is reset on March 31 each year.

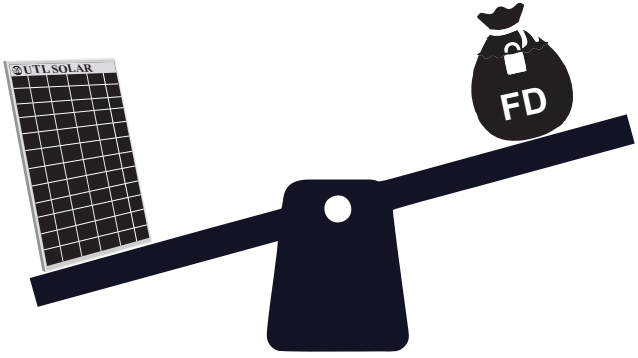
Customer Question: **My home has electricity for 20–22 hours a day. If I install a solar inverter worth ₹50,000, how much will my bill reduce?**

Your Answer: UTL Solar's 1KW UTL Gamma+ solar system saves 4 units of electricity in a single day. If we account for 4 days of cloudy weather in a month, it results in savings of over 100 units on your monthly electricity bill. During power cuts, the solar system will also provide backup, which will be part of those 100 units. If your electricity rate is ₹5 per unit, you will save Rs. 525 a month and get electricity backup as well. Solar panels have a lifespan of 25 years, ensuring continued savings.

To guarantee your solar experience is 100% satisfactory, UTL Solar offers a 30-day money-back guarantee on the Gamma+. If, within 30 days of purchase, you feel that you're not receiving adequate solar output, or if you don't get the same backup as two batteries, or if you're in any way dissatisfied, you can return your Gamma+ to the dealer from whom you bought it. You'll get a full refund for your purchase. You can also send me a message on 9250885885 with a reference number, and I'll send you a link to a 4-minute video.

Customer Question: **If I invest the same amount in a bank, I would earn interest. Will I save as much on my bill by investing in solar?**

Your Answer: UTL Solar's 1KW UTL Gamma+ system saves 4 units of electricity in a single day. Even accounting for 4 cloudy days in a month, the total savings on your monthly electricity bill will exceed 100 units. During power cuts, the solar system will also provide backup, which will be part of those 100 units. If your electricity rate is ₹5 per unit, you'll save Rs. 525 a month and also get electricity backup. The solar panels have a lifespan of 25 years, ensuring these savings continue. On average, this savings is 12% annually, while fixed deposits typically offer 9-10% returns.



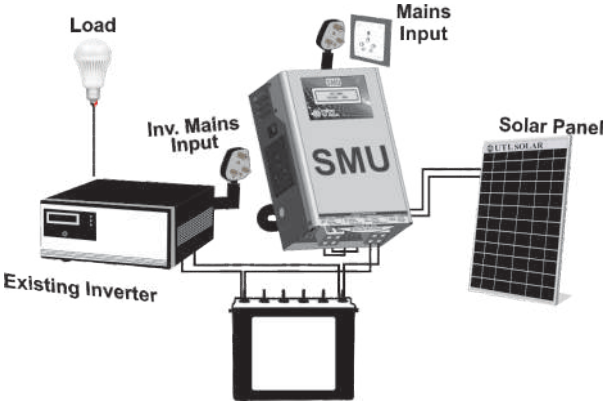
The most significant point here is that fixed deposit interest rates are expected to decrease over time, while electricity rates increase every year. This means the savings from solar will continue to grow, whereas a fixed deposit will not provide backup in case of a power cut. So, investing in solar is a much better step than investing in a fixed deposit.

Customer Question: **Is a solar system safer than a bank FD, and why?**

Your Answer: A 1KW UTL Gamma+ solar system saves over 4 units of electricity daily. Over a month, this amounts to more than 100 units of electricity saved. If the electricity rate is ₹5 per unit, this translates to ₹525 in monthly savings, along with backup power during outages. Solar panels last 25 years, ensuring long-term returns.

Estimated annual savings are approximately 12%, compared to the 9–10% return from a bank FD. Moreover, bank interest rates are expected to decrease, while electricity rates will likely increase, making solar savings even more beneficial over time. Unlike a bank FD, a solar system provides backup power during outages, making it a safer and more practical investment.

(10.9) What about existing Inverter?



Customer Question: **My old inverter is working fine. Can I add solar panels to it?**

Your Answer: If your existing inverter is functioning properly and you want a cost-effective solution, UTL Solar's Solar Management Unit (SMU) is an excellent option. This unit converts a regular inverter into a solar inverter. It charges the battery using solar energy, and once the battery is fully charged, it switches the inverter's power to solar and battery. If solar energy is insufficient, it automatically reconnects the inverter to the electricity supply after a while.

Customer Question: What is the most economical solar option for a low budget?

Your Answer: If your existing inverter is working fine and you are looking for a budget-friendly option, UTL Solar's Solar Management Unit (SMU) is an excellent choice. It converts a regular inverter into a solar inverter, charges the battery using solar energy, and switches to solar and battery power once the battery is charged. If solar energy is insufficient, it automatically reconnects to the electricity supply.

(10.10) Service

Customer Question: Have you received any complaints or not?
Your Answer: UTL Solar has a clear policy that if a product does not meet the customer's requirements, do not sell it. Once sold, the product must function properly, regardless of the cost incurred.
I will not claim that UTL Solar's products never have complaints. These are power electronics products connected to batteries, solar panels, and home wiring. Therefore, they cannot be 100% complaint-free.
The complaint rate for UTL Solar products is only 2%, and in most cases, we provide service at your home or office within 24 working hours. UTL Solar has approximately 50 lakh satisfied customers.

Customer Question: **What is the warranty on solar inverters, panels, and batteries?**
Your Answer:

- UTL Solar panels come with a 25-year warranty.
- Off-grid solar inverters have a 2-year warranty.
- On-grid inverters have a 10-year warranty.
- Batteries are available with 2, 3, or 5-year warranty models

Customer Question: **What is the warranty on solar inverters?**

Your Answer:

- Off-grid solar inverters have a 2-year warranty.
- On-grid inverters have a 10-year warranty.

Customer Question: What is the warranty on solar panels?

Your Answer: UTL Solar panels come with a 25-year warranty.

Customer Question: What is the warranty on solar batteries?

Your Answer: Batteries are available with 2, 3, and 5-year warranty models.

Customer Question: How can I file a complaint?
Your Answer: You can give a missed call on the complaint number **8510885885**. You will receive a call within 1–2 hours. Be ready with the serial number and model number written on the back of your system.

You can also WhatsApp us your complaint at **8510885885**.

Do you know that the reserves of knowledge are of no use until they are utilized?

The benefit of reading this chapter is realized only when you answer the questions below with full focus. Otherwise, do not expect any significant benefit from it

● How does rMPPT solar technology make solar PCUs more affordable? Write your answers in the space provided below:

• Do you have any additional questions related to solar information not covered in this chapter? Write them in the space provided below and send a photo of your responses to **8512885885**. You may receive answers in a few days.

Chapter 11

The Process of Customer's Purchasing

How many customers visit your store, and how many of them actually make a purchase? This ratio can never be 100%. Based on our experience, we usually identify which customer is likely to make a purchase and which one is not, and we respond accordingly. Often, we feel that there's no point in spending time on someone who doesn't seem interested in buying.

However, if we analyze it properly, any person who takes the effort to come to the shop and gather information has some level of interest in purchasing our product. Even if they don't buy today, they might buy tomorrow. We must act in a way that ensures whenever they make a purchase, they buy from us.

If we can fully understand the purchasing process of a customer, we can improve our selling process and significantly increase our sales. Before spending money to buy, the customer passes through several stages. Without going through these stages, no purchase can occur. Let us examine these stages one by one:

Problem Recognition:

When the customer experiences issues like power outages, they feel the need to install an inverter or replace the battery of their existing inverter. Similarly, upon receiving high electricity bills, they think about how solar power can reduce their electricity expenses. At this stage, they are simply recognizing their problem.

Information Search:

The customer starts asking their acquaintances for recommendations: “Which one should I buy? From whom should I buy?” They may also notice advertisements or inquire online.

As Indians, the first thing we ask is usually about the price, and so will they. They will ask, "How much is 1 kW?" However, what they actually mean to ask is which system is suitable for their needs and its cost. They often end the conversation with, "I'll let you know later," because they are unsure what product fits their needs or how soon their investment will break even.

Evaluation of Alternatives:

At this stage, they might inquire with another dealer or company and ask the same question, "How much is 1 kW?" However, they won't buy anything because no one explains what suits their needs. When the customer finally meets a dealer who thoroughly explains which solar system will fulfill their requirements, they will decide to buy from that dealer, as they will consider them knowledgeable and trustworthy.

Purchase Decision:

In this stage, the customer compares prices and tells the knowledgeable dealer, "The cheapest one is available at this price, so give it to me at the same rate." The dealer then explains the differences in quality, features, and benefits. Only then will the customer finalize the price and make the purchase.

Post-Purchase Evaluation

For example, UTL has provided a 30-day money-back guarantee on some products. If the customer is not satisfied after installation, they will request a return. However, if they are satisfied, they will recommend our product to others. This tells us that customers only proceed to make a purchase after passing through all the stages. If we help them move from one

stage to the next, we can strengthen their trust in us. When they decide to purchase, they will always consult us, giving us the opportunity to guide them further and assist them in making the purchase. This ensures that they will buy from us.

INQUIRY CHART			
Name	**Phone No.**	**Date**	**Requirement**

For every solar system inquiry received, whether in person, over the phone, or via WhatsApp, it should be noted in a register. Additionally, it should be recorded which stage of the purchasing process the customer is in, and what steps need to be taken to move them to the next stage.

This approach can convert many inquiries into successful sales within a short period of time. We will discuss in future chapters how to move a customer from one stage to the next. While no sales formula works 100% of the time, this method is globally proven to work effectively across different languages and locations. Try it and then trust the results.

Do you know that knowledge is of no use until it is applied? The benefit of reading this chapter lies in answering the following questions with full attention. Do not expect any benefits if you do not attempt this exercise.

● Think about the last time you bought a mobile phone. As a consumer, you also went through all these stages. Recall your experience and describe each stage briefly in the spaces below:

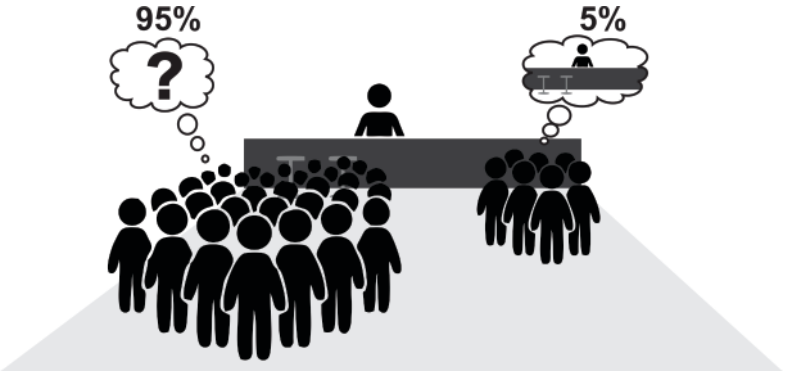
● At what stage of the purchasing process should we record the solar customer's number in our register? Write your responses below:

Chapter 12

When Solar Customers Say, “We'll Think About It"

When we go to a customer to explain solar systems, talk about solar plants, and provide our catalog, give them the quotation, and have already invested our time on them, the first response from the customer is usually, "We'll think about it." Do you think they are really going to think about it? When a customer says, "I'll think about it," it simply means that they are not finalizing it at that moment. So, do they actually intend to think about it? Let's understand this.

When humans hear and understand new information, they forget **75%** of it within the first **24 hours**. They can only remember **25%** of it. After **30 days**, they remember just **10%**, and even half of that information is incorrect. This means that after meeting the customer, they will retain only **5% accurate information**; the rest will not remain with them. This also means that **95%** of people who say, "We'll think about it," are not actually going to think about it. So, when a customer says, "I'll think about it," the following conversation should be initiated.



When a customer tells you, "I'll think about it," respond with: "Whenever I explain solar systems to a customer and hear this response, it typically means only two things:

1. They are not interested in the solar system.
2. I did not explain the product well enough, or they didn't understand it properly."

Since this is a direct question, based on Indian social norms, they will have to respond. The response will be one of these two options. In such cases, they would not say that they are not interested in the solar system because if they say so, it would mean that their approach to the conversation was wrong, which no one would want. This means you have compelled them to admit their true situation. Now, they can tell you their actual concerns. If that happens, you can address their actual concerns

and take them to the next stage of making a purchase. Usually, the customer responds that they want to think more about it or discuss it with other people. In response, you must say: "Whenever a customer tells me that they want to discuss it with family or others to gain more information, there are usually only three factors involved."

1. Understanding the Requirement Properly

They want to fully understand their needs before investing money. If this is the case, I can send an engineer to your home or office to map your requirements properly.

Keep in mind that:

- If they have a **power cut of less than 5 hours per week**, we should suggest an **on-grid system** (without batteries) because their main concern is reducing the electricity bill. In this case, their old inverter can handle the power cuts. Or, you can provide an inverter along with the on-grid system.
- If they experience **power cuts of more than 5 hours**, then we should recommend an **off-grid system** (with batteries).

2. They don't have the money right now:

They currently don't have the money as per the system suggested. If that's the case, we can talk to the bank for financing your system. Nowadays, banks like Vijaya Bank, Canara Bank, and State Bank of India are offering loans for solar systems. In addition, cooperative banks in rural and semi-urban areas are also providing loans for solar systems in significant numbers. Customers can be connected with them.

3. They are not sure about the price:

The customer wants to verify the price quoted. They are unsure if we are offering them the correct price. Therefore, they want to check the market to confirm the actual price before making the purchase. This is the point where most shopkeepers make mistakes. They know the customer is about to place an order and will compare the prices in the market. The customer will finalize the deal with the vendor offering the lowest price. In such cases, shopkeepers often reduce their price to the minimum and send the customer back. This is wrong because, after reducing the price, there is no money left to provide a quality product. As a result, they end up giving a substandard system, leaving neither the customer satisfied nor us getting repeat business from them. Now, when the customer has decided to inquire about prices in the market and then make the purchase, we cannot stop them. However, before they leave, we must explain the following three points:

(a) A solar system is a **25-year product**. Solar panels come with a **25-year warranty**. If we purchase from a company or dealer that may not exist in the future, we could face problems. It's hard to determine which company or dealer will be around after 25 years. However, if we look at history, we can assess that a dealer or company that has been in the inverter or battery business for the last **15-20 years** is likely to continue operating for the next 15-20 years. Therefore, you should choose such a company or dealer to ensure the **25-year warranty**.

(b) A typical home solar system generates enough solar electricity to recover its cost in **3.5 to 4 years**. If, for instance, we purchase a system that is **10% cheaper** but produces **5% less solar electricity**, it may seem like a good deal at first glance. However, this is not the case because a solar system, with its **25-year output**, can generate electricity worth **6 times the initial investment**. In this scenario, if we save **10%** on the upfront cost but lose **30%** in electricity generation, the overall loss becomes **20%**.

(c) If the customer takes **3 months** to finalize the solar system, they will miss out on the savings that the solar system would have generated during those 3 months. Instead, they will pay their electricity bills to the electricity department. Therefore, if they have already decided to install a solar system, they should install it as soon as possible.

Even after all this, it's not guaranteed that the customer will purchase the product from you. If they don't buy the system from you, it's crucial to set up a follow-up meeting. Without this, the chances of meeting them again decrease, and they may buy the system from someone else, which we don't want. In the next meeting, you should repeat these points once more to remind them of what was previously discussed.

• Do you know that knowledge remains useless unless it is utilized ?

The benefit of reading this chapter will only be realized if you answer the questions below with complete understanding, instead of expecting that merely reading it will bring you any benefit

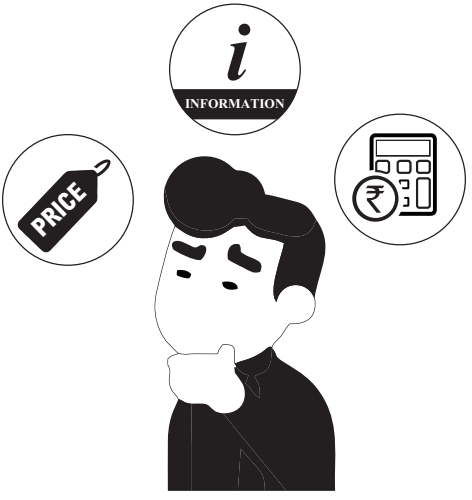
• Do we actually delay purchases due to a lack of complete information at the time of buying, and make the purchase once we obtain the necessary information?

Reflecting on your past buying experiences, write down a few sentences in the given blank spaces below:

- Does the contact technique provided in this chapter work for other products apart from solar systems, like inverters, batteries, or any other product sales?
  Try applying it to the sales of these products and record your experiences in the blank spaces provided below:

Chapter 13

What to do when the customer says the price is too high



You have been in the business of inverters and batteries, or perhaps you have done some other business. How often has it happened that the customer told you, "The price is too high"? I believe this must have happened many times. Has it ever happened that a customer told you, "Your price is too low, please increase it; I want to pay more"? Also, let me ask you, are there products in the market more expensive than yours? Or have you figured out how much you would need to reduce your price so that no customer would ever say, "The price is too high"? And would reducing the price immediately make all customers purchase the product?

The truth is that when we are buying something, we do not even know whether the price is high or not. We simply have a habit of negotiating the price lower. How to deal with this? Let us understand this in detail.

So, the next time a customer says the price is too high, you need to ask, “Is your concern about the price or the cost?” Yes, don't be surprised. You must ask this: “Is your concern about the price or the cost?” Let's understand this with an example.

A businessman wanted to buy an air conditioner. He was working in a rented building and wanted to buy an air conditioner to leave a good impression on visiting customers. He evaluated two air conditioners: one was a five-star AC priced at ₹40,000, and the other was a local AC priced at ₹20,000. The local AC was available at half the price of the five-star AC. The businessman thought, “Since I am in a rented building, I'll buy the local AC for now, and once I move to my own building, I'll buy the five-star AC.” With this thought, he bought the ₹20,000 local AC.

The first month after buying the AC was summer, and the local AC worked fine. Everything seemed to be okay. However, the next month, when the electricity bill arrived, it was ₹5,000 instead of ₹2,500. That's when he realized he had made a

mistake. But since the mistake had already been made, he thought, "I'll just have to manage by paying higher electricity bills for the rest of the season."

The next summer, when he tried to use the AC again, it didn't work. He called the company to get it repaired. The company technicians checked and informed him that the AC's warranty had expired after one year and it could only be repaired at his expense. The businessman thought, "Calling the company's engineer might be too expensive, so I'll get a local electrician instead."

He called a local electrician, who found that the AC's compressor was damaged and needed to be replaced, which would cost ₹8,000. The businessman then thought, "It's better to invest in a five-star AC now, which I can also use when I move to my own building." He finally purchased a new five-star AC for ₹40,000.

Let's break this down. The local AC cost him ₹20,000 initially. Over six months, he paid ₹2,500 extra in electricity bills every month, and then another ₹8,000 to replace the compressor. Finally, he spent ₹40,000 on a five-star AC. In total, the cost of the AC amounted to ₹75,000.

The next time a customer says the price is too high, ask them, "Are you worried about the price or the cost?" When you ask this, the customer will likely say, "What do you mean by price and cost? I don't understand."

At this point, you should tell them the air conditioner story exactly as it is written in this book. This will help them understand the difference between price and cost. After explaining, deliver the following impactful line: **"Sir, it's possible that the price of another solar system may be lower than mine, but I can guarantee 100% that the cost of my solar system will be the lowest in the market, the lowest.**

Wouldn't you want to buy the solar system with the lowest cost?"

Let's understand this with an Example of Solar System.

If the customer buys a system that is 10% cheaper than yours but generates 5% less solar energy, it might seem like a good deal at first. However, this is not the case in reality. Typically, a household solar system generates enough electricity to recover its cost in 3.5 to 4 years. The life of a solar system is 25 years, with a 25-year warranty on the solar panels. This means that in the first four years, the solar system will produce electricity equivalent to its cost. It will repeat this cycle at least six times over 25 years. If the system generates 5% less electricity every four years, the total loss becomes significant:

- 1st to 4th year: 5% less energy
- 5th to 8th year: 10% less energy
- 9th to 12th year: 15% less energy
- 13th to 16th year: 20% less energy
- 17th to 20th year: 25% less energy
- 21st to 24th year: 30% less energy

Initial savings: 10%

Loss from reduced energy generation: 30%

Total loss: 30% - 10% = 20%

A solar system that seemed 10% cheaper ended up being 20% more expensive.

Deliver the following impactful line to the customer:

"**Sir, it's possible that the price of another solar system may be lower than mine, but I can guarantee 100% that the cost of my solar system will be the lowest in the market, the lowest. Wouldn't you want to buy the solar system with the lowest cost?**"

Do you know that knowledge remains useless unless it is utilized?

• The benefit of reading this chapter will only be realized if you answer the questions below with complete understanding, instead of expecting that merely reading it will bring you any benefit

• Do we truly estimate the price of a new product correctly when we buy it? Reflecting on your past buying experiences, write a few sentences in the given blank spaces below:

- Does the cost calculation technique provided in this chapter work for products other than solar systems, like inverters, batteries, or any other products? Try applying it to these products and record your experiences in the blank spaces below:

Chapter 14

What is visible, Sells!

A human's memory works in the form of images. Whatever they see and however they perceive it, they store it in their mind in the form of a picture, and then recall it in the same form. When a person tries to remember it again, they retrieve that picture from their memory and revisit it as it was. To understand this, let's do a small exercise. Close your eyes and recall two moments from your life—one that was the happiest and one that was the saddest. Remember, this must be done with your eyes closed. Close your eyes and observe.

What did you see? Whatever you recalled, you must have noticed one thing—you saw two pictures. In one picture, there was happiness, and in the other, there was sadness. But both were pictures. From this exercise, we understand that when we consciously store something in our mind, we store it in the form of a picture. And when we retrieve it, we recall it in the form of a picture. Think about it carefully. The two moments you recalled and saw—have you revisited them multiple times in the past? That is why those two moments came to your mind instantly when you closed your eyes. Otherwise, there must have been other happy and sad moments in your life as well. This also means that the memories we recall and view repeatedly become sharper and clearer over time.

Now let's relate this to buying and selling. During the process of purchasing, the customer buys the product about which they have created a clear and positive picture in their mind. Similarly, they buy from the person about whom they have formed a good image. So, it wouldn't be wrong to say that **what is visible sells** because an image forms of what is visible, and the more visible it is, the sharper that image becomes. Let's understand what can be done to **showcase better and more effectively**.

(14.1) Displays

Big companies spend heavily to set up showrooms because it allows them to display their products to customers and explain what makes them special. Now that you understand the importance of showcasing, think about how much a customer would understand if you merely tell them about a product versus if you show it to them. Yes, you understood correctly. I am saying that it is easier to sell a product if it is displayed in your showroom or shop. If you sell a variety of products in your shop and cannot display all of them, you can

use dummy models for display. Many companies provide support for this if you request it. This helps customers create a mental picture of the product more easily.

(14.2) Show up where people are

After Jio introduced mobile phones, the internet rates of all mobile companies dropped, and the internet became accessible in villages. Now everyone is on WhatsApp and Facebook. As soon as they find time, they dive into their mobile phones.

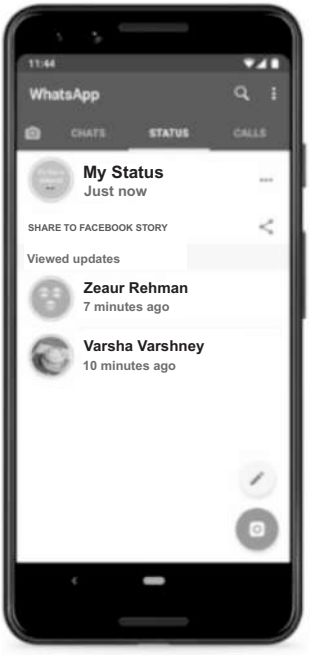
If they are always on their phones, they can be reached there itself. From a sales perspective, this is an opportunity. If you share a photo on WhatsApp, it reaches many people quickly. Similarly, if you post a photo or video on Facebook, a lot of people see it.

Now, reaching many people repeatedly has become easier. If you upload a video on YouTube and share its link with many people, your message reaches them exactly as you intended, without any distortion.

Let's understand how to use these mediums effectively.

(14.3) WhatsApp

WhatsApp is now available to many people and is widely used. However, if we start sending anything and everything to everyone without thinking, people might dislike us and even block our number on WhatsApp, making this important medium useless for us. Therefore, it is advisable to send a meaningful message to your contacts only twice a week. WhatsApp status is a very effective medium through which you can reach many people without their disapproval. WhatsApp status remains active for 24 hours and disappears automatically. Your contacts can view it if they want to; otherwise, they won't. This means you should use WhatsApp status more on Saturdays so that people can see the photos or videos you post when they have free time on Sundays. It is essential for people to know that there is something new in the photo; otherwise, no one likes to see the same thing repeatedly. So, post one type of photo only once, and next time, post a new type of photo.



Secondly, always include a subject with the photo or video so that people understand what they are going to see in the content. The subject should compel them to view the photo. The choice of the subject should not reflect your preference but rather align with people's expectations.

For example, if you want to promote a new solar inverter, you can say:

1. Visit our shop to see the new solar inverter.
2. A solar inverter that even runs a water pump is now available at our shop. Call now: 9999999999.

Which subject is better?

When we address the subject from the perspective of the other person, it makes more sense to them. Therefore, your subject should emerge from the benefits the other person will receive.

WhatsApp groups also have a strong influence. Avoid overposting in groups, and certainly avoid sending "Good morning" or "Thought of the day" messages, as they dilute the importance of your message. Try to post only on Fridays and Saturdays, focusing on topics that benefit the recipient. This increases the likelihood of your messages being read.

(14.4) Facebook

All the points mentioned above for WhatsApp also apply to Facebook. Whatever images you post on WhatsApp, you can also post on Facebook. This is a good and efficient approach. It allows you to reach more people with minimal effort, and when the same message is communicated through another medium, its credibility and strength are enhanced. However, there is one crucial thing to remember: you need to add as many people from your local area to your friend list as possible. Specifically, those who can afford to buy your products or influence others to do so should be sent friend requests and included in your friend list. This ensures that your Facebook posts reach them and that you regularly accept friend requests you receive from potential customers. This way, your customer base will keep expanding.

(14.5) Seek Help from a Designer

आपके आसपास अवश्य ही कोई ना कोई कंप्यूटर डिज़ाइनर मिल जाएगा जो कुछ ही रुपए लेकर आपके लिए तस्वीरों को अच्छा बना कर और आप के विषय को तस्वीर में भी डाल कर आपको दे देगा। यह निवेश एक अच्छा निवेश है क्योंकि हर तस्वीर में सिर्फ कुछ ही रुपए लगने वाले हैं, लेकिन वह तस्वीर अच्छी तस्वीर बनेगी और लोग उसे पसंद करेंगे। तो इस निवेश आपको अवश्य ही फायदा मिल जाएगा।

(14.6) How to Turn Advertising into Sales?

In many places, repeated good visibility creates awareness but not sales. The only way to turn this awareness into sales is by providing a **call to action**. Wherever we post a message, photo, or video, or engage in any form of visibility activity, we must include a **call to action**. The reader has already read what you intended them to read. If you don't tell them what to do next, there's a high chance they won't take any action. Simple phrases such as "**Call now**," "**Visit our store today**," or "**Forward this message to 10 people**" can turn advertising into sales. If they call or visit your store, the chances are high that you will be able to sell the product to them.

Extensive Knowledge is of no benefit unless applied.

The value of this chapter lies in applying it. Reflect and answer the questions below with full attention instead of expecting automatic results from reading this.

• A picture is worth a thousand words. What image did you see in your last purchase that compelled you to buy that product? Write your thoughts in the space below:

- Has anyone in your family made a purchase influenced by WhatsApp? Discuss with them and document their experience below:

• Did you use a call to action in your last advertisement? Reflect on the importance of calls to action and write your experiences in the space below:

Chapter 15

Collecting Payments

Selling goods is relatively easy, but collecting full payment in the market is considered very difficult. In today's highly competitive environment, profit margins are very tight, and if even half of a payment remains unpaid, it results in a loss equivalent to five such sales. Many large stores shut down because they failed to recover payments effectively. On the other hand, if we demand full payment in advance from the customer, they might not be willing to pay the full amount without seeing and testing the solar system first. In such a case, they may not purchase the system at all. If we completely stop offering credit in the market, sales will cease, and if the goods

don't sell, the business won't operate. Thus, establishing an effective and reliable payment recovery process is essential to running a successful business. Therefore, I have included all the points below under the chapter on payment collection.

(15.1) Investigate the Customer Before Offering Credit

When we sell this solar system, we do not install it at the customer's location as soon as we agree to sell it. There is a significant amount of time between agreeing to sell the solar system and installing it. During this time, if we investigate the customer's market reputation, we can determine whether we should provide credit or not, and if yes, how much credit can be given. Therefore, whenever any of your employees goes to a customer's location to discuss the installation of a solar system or to conduct any inspection, they should also bring the names of several individuals who can provide prior information about the customer's attitude.

(15.2) Define Payment Terms

When we agree to install the solar system for the customer, it is essential that we also clearly document the payment terms at that time. We must inform the customer about how much percentage of the payment is required as an advance, how much is needed at the time of installation, and how much is required after how many days of installation. Ensure that the customer's signature is obtained on this agreement.

By doing this, the payment terms are determined in writing, increasing the likelihood that the customer will make the payment on time. It is necessary to include in the terms that once the complete delivery or installation of the goods is done, you will have a post-dated check from the customer's bank with the payment date clearly mentioned. This is merely a bank check that will be deposited on the specified date for payment. It is not an immediate payment but only an assurance to pay on the given date, making it less burdensome for the customer to provide.

(15.3) Correct Installation

Many times, due to incorrect calculation of the solar system's rate, we later realize that we have given the system to the customer at a lower rate, and now there is not much profit left in it. Incorrect installation increases the likelihood of payment failures. However, even in such situations, one should not be negligent with the installation materials or services. And if possible, the customer should be informed that the wrong calculation was made earlier, and if possible, you should cooperate with this now. If the customer agrees to cooperate, it's fine, and if the customer does not cooperate, then still consider it as a future investment and ensure the correct installation. One thing that is certain is that this investment will definitely yield results in the future.

(15.4) Timely Service

Providing service is primarily the company's responsibility, but there are instances where company employees fail to deliver service on time. In such situations, if the customer is not adequately supported, they may develop a negative perception of the dealer or distributor. Therefore, it is crucial to train your employees for service and keep them ready as a backup resource so they can provide service when needed. This ensures good relations with the customer, and they will not trouble you during payment.

(15.5) Reminding from time to time

Once the solar system is installed at the customer's home and is functioning well, there is no reason for the customer to contact you. In such cases, if any outstanding payment remains, you will need to initiate the conversation. However, discussing payment often feels awkward for you and may also create a negative impression on the customer. If the payment terms are pre-determined, reminding them at the appropriate time does not seem as bad. It is advisable to send the customer an SMS or WhatsApp message about the payment one or two days before the due date mentioned in the terms, so they are aware of their obligation to arrange the payment within one or two days. For this purpose, you must create a payment reminder register and ensure that you or your

employees regularly check it to send SMS or WhatsApp reminders. By doing this consistently, you will avoid facing payment-related issues.

Do you know that the reserves of knowledge are of no use unless they are utilized?

The benefit of reading this lesson is only when you answer the questions listed below with full understanding, otherwise, it will not serve you any purpose.

● Have you encountered any difficulties in payment recovery during the past year's business experience? If yes, have you followed all or some of the points provided in this lesson? Please write about your experiences in the three spaces given below:

• Do the payment recovery points provided in this lesson also work for other types of products besides solar? Try applying them for products like inverters, batteries, or any other products, and then record your experience in the spaces provided below:

Chapter 16

How to Get Millions in Business from Satisfied Customers?

When we sell a solar system to a customer and they are satisfied, and their payments are received, we often feel that our job is done. But in reality, as a businessman, our work has just begun. Do you know who does the best marketing? Think about it and tell me. Yes, you are absolutely right, the best marketing is done by a satisfied customer. The reason is that they have no personal benefit involved in this marketing, and that's why they are the most trusted marketers for others. When someone has no personal gain, we trust their words completely, and marketing is all about trust. When a customer is happy with a product you sold and satisfied, they will share their experience with others and the person hearing about it will trust them completely. Now, you don't need any additional marketing effort from your side to get that person to make a purchase. When needed, the listener will simply make the purchase order for the solar system from you.

Now, what needs to be done is that as soon as we get a customer and receive full payment, at that very moment, we need to ask them for the names and phone numbers of people who might be interested in buying a solar system. We know their answer will be that whenever anyone asks them about it, they will tell them about us. But you must say, "Please open your mobile and note down at least five phone numbers of people who might be interested in buying a solar system. You can give me these five numbers, and I'll get in touch with them." A satisfied customer will readily provide these numbers. Now, by talking to these five people and meeting them, you can certainly turn at least one of them into a customer. If you can do this, you will have doubled your business from just one customer.

Now think, you can do the same with the second customer as well, obtaining five numbers from them, and from those, you can at least generate one more customer. And this third customer can potentially refer to a fourth one, and so on. This chain will keep growing, and in the end, it can give you millions in business.

Sometimes, you can also call the customer and ask how the solar system is working for them. This makes them feel valued and appreciated, and after this inquiry, if you ask for more referrals, they will happily provide them.

Additionally, you can do another thing. If your employee has some time, you can send them every third month to clean the solar panels of your customers. This will increase the electricity output of the solar system, as dust particles

accumulate in the Indian environment, which reduces the efficiency of the solar panels. When you offer this service and inform the customer about the improved electricity output after cleaning, their satisfaction with you will increase. Once the employee cleans the panels, they will show the before-and-after pictures to the customer and can also collect five more referrals from them, which will give you another opportunity for sales. In this way, another sale can be made from the same customer, and a new sales cycle can begin again. So, this is the correct way to get millions in business from a single customer.
Despite having this information, many shopkeepers fail to get more business from their satisfied customers. The only reason for this is poor record-keeping. They don't properly record the numbers given by customers, and this turns into mere talk without leading to any sales.

Do you know that the reserves of knowledge are of no use unless they are utilized?

The benefit of reading this lesson is only when you answer the questions listed below with full understanding, otherwise, it will not serve you any purpose.

• Has any dealer ever asked you for the contact number of your acquaintance for sales purposes? Did you feel uncomfortable in such a situation? If we don't have any objection to giving our acquaintances' numbers for sales, then why would we hesitate to ask for them? Please write about this in the three spaces provided below:

- Can the sales technique provided in this lesson for follow-up sales work for products other than solar? Try applying it for products like inverters, batteries, or any other products, and then record your experience in the spaces provided below:

Lesson 17

How to Get Twice the Work from Your Employees?

It is often said that one plus one becomes eleven, but when one of our employees joins us, they are unable to perform even one and a half times the work. Be honest— isn't this true? If it is, then this chapter could be very useful for you.

In business, one of the major challenges is good employees. If we hire completely inexperienced employees, they take a lot of time to learn, fail to deliver quality work, and when they gain some experience after a while, someone else offers them a better salary, and they leave.

We cannot afford highly paid employees. Even if we mistakenly hire an expensive employee, the expenses of our shop increase significantly to align with their requirements. This increased expense silently frustrates us, and eventually, it comes out in words. In some time, the employee, troubled by our frustration, also leaves.

In corporate culture, it is said that employees should be treated as partners. If we consider them partners, they will work with an owner's sense of responsibility. If they are treated as partners, they will work with concern for losses and profits like an owner. I believe that not just considering them partners but actually making them partners is essential. This approach benefits both parties significantly.

Every employee has some fundamental expectations from their employer:

Basic Needs - If a job pays an employee enough to cover rent, utilities, food, and clothing, it fulfills their basic requirements.

Safety and Security - An employee should feel that their job is secure and that their future is safe with this job. Only then will they consistently deliver quality work.

Trust and Belonging - Once basic and security needs are met, an employee seeks to fulfill their need for trust and belonging. An employee should feel comfortable with their employer. If they feel alienated from their employer, they cannot give their best performance.

Self-Recognition and Self-Actualization - Employees appreciate recognition and value themselves. Those who feel they have ownership of their work and are doing something meaningful with their lives are more productive. The moment an employee feels they are living for their potential

and using their creativity and passion, they begin performing at their peak.

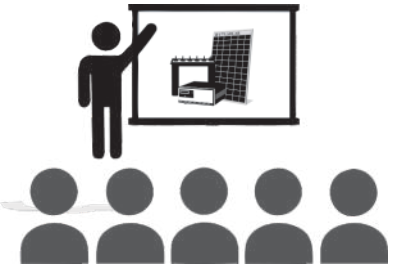
While this information is correct, how to bring an employee to the level of self-recognition and self-actualization is quite challenging for a business owner. This book provides a formula that not only helps in getting the best work out of an employee but also in reaping the benefits of their experience for years. Let us discuss these steps one by one.

(17.1) Selecting the Right Employee

At the start of work, we should select an employee who has some experience in our field but not too much. For instance, an employee with 6 months to a year of experience is suitable for this role. However, it is crucial to ensure that the employee has the ability to learn. Generally, individuals aged 18 to 25 have an excellent learning capacity. One way to identify this is by observing how well they understand conversations. If the person listens to our questions carefully and provides accurate answers immediately, it indicates good communication skills.

If the person falls within the age group of 18 to 25 and has 6 to 12 months of experience in battery, inverter, or electrician work, they are suitable for us. Such an employee is ideal because they have not yet developed the habit of performing tasks incorrectly, and their young age brings high energy, which is vital for consistently delivering good work. Additionally, they will work for a reasonable salary according to our terms.

(17.2) Providing Learning Opportunities to Employees



Now, we understand that the employee we are hiring does not have complete experience in our field. However, we also know that we want to get double the output from them in the future. This implies that we need to provide them with training related to solar. You can arrange periodic training for your employee by coordinating with the company you are working with, ensuring that they learn how to install and maintain solar systems efficiently. This way, they will face no difficulties in any task. Now, you might wonder if providing solar training will ensure that the employee stays with you for a long time. This brings us to our next point.

(17.3) Making Employees Partners in Profit Along with Salary

When hiring an employee, clearly communicate their appropriate salary and also inform them about how much their salary will increase after gaining one year of good experience with you. Additionally, tell them that after gaining two years of experience, they will start receiving 1% of your shop's profit. After completing three years, they will start receiving 2% of the shop's profit. In this way, they will receive an additional 1% of the shop's profit every year.

This approach makes it clear to the employee that if they work well for one year, their salary will increase. After two years, they will become a partner in the shop's profit. This transforms the employee into your partner starting today itself. Now, they will also be concerned about the shop's profit. While making expenses or finalizing any deal, they will be mindful of this. Think of it this way: an employee with five years of experience, who understands the workings of your shop thoroughly, is now managing your business on a 4% profit share and fulfilling the partnership role effectively.

You may think about other employees with five years of experience whom you've seen not knowing much. How will such an individual handle the responsibilities of a partner after five years? You are right. Those employees likely didn't receive the right training or their learning ability and attitude were not utilized effectively. Therefore, they couldn't learn properly and remained the same. However, for your employee, you provided learning opportunities at the beginning of their career, utilized their full potential, and gave them the confidence that they would get results for their work. As a result, they will use their abilities to the fullest and reach an excellent level of performance.

As a business owner, not only considering your employee as a partner but actually making them a partner in your profit may not align with traditional Indian cultural practices. Traditionally, employees were always seen as subordinates who would work under you indefinitely. This was true in the past, but times have changed, and we must adapt to these changes.

We should ask ourselves whether making employees our partners is beneficial or not. In my opinion, this approach doesn't just bring complete benefits but provides four times the benefits. Now, tell me, does any partner work entirely without

taking half the profit? On the other hand, these employee-partners take only a fraction of the profit and perform like full partners, whether you are present in the shop or away for some time. Moreover, they have no better alternative than working with you. After all, who else will train them in their profession and make them partners without any investment?

Remember, you have gained years of experience in your business by witnessing and learning from various situations, but your employee is just beginning their journey. You are their sole guide in teaching them what is right or wrong. If you fully trust them and form a partnership, they will reciprocate with complete trust.

At **UTL**, from the very beginning, we have provided opportunities to fresh young individuals, trusted them, trained them, and helped them progress. This is why UTL stands two steps ahead of its contemporaries today. I am confident that you can implement the same approach effectively in your shop as well.

Do you know that the reserves of knowledge are of no value unless it is applied?

The benefit of reading this chapter will only be realized if you thoughtfully answer the following questions. Without doing so, expecting any benefit from this exercise is unrealistic.

• Is there any harm in making an employee a partner? Please write your thoughts in the spaces provided below:

- Write 3 benefits of making an employee a partner in the spaces provided below:

Chapter 18

Choosing the Right Company for Work

Every year, as many companies enter the solar sector, just as many companies shut down and leave. Recently, there have been cases of fraud reported by some companies. Nowadays, the competition is so intense that only those companies with large amounts of money are able to sustain the competition for long. Otherwise, many small and medium-sized companies open and close. The biggest reason for this is the competition to do large business with very little profit. Companies that can sell a lot of products with low profit margins and still cover their costs manage to stay alive, while others do not survive.

When companies start, dealers and distributors are created to deliver their products to consumers. However, when a company shuts down, the consumer keeps pressuring the dealer or distributor for services, and there's not much they can do, as the company whose products they sold has closed. So, the dealer or distributor might try to provide service, but there's no one to answer the customer's questions because the company that was providing the parts and training no longer exists. In such cases, the dealer is stuck. The company is no longer around, and the employee no longer has the necessary parts and training to perform services. The work has stopped entirely. Therefore, it is very important to carefully choose the right company before starting any work.

Another issue is that many big companies in the inverter, battery, and solar sector focus solely on the idea of just getting products with the dealers—leaving the rest to them. No one cares about how the products will sell. Since every dealer has the same stock, one might say, "I'll sell it for 200 rupees," while another might say, "I'll sell it for 100 rupees," because everyone is trying to collect money back from the loans they've given. Big companies dump their products with dealers at very low margins, and dealers work with little profit. No one thinks about how the dealer can keep the shop running if they don't make a decent margin. The dealer's job is to make sure the product is available, but they have to make a lot of effort to sell the products that have a decent margin.

Looking at all these issues, when choosing a company for a solar dealership, the company should have the following qualities:

1. The company should have been working in the inverter, battery, or solar sector for at least 10 years. This increases the likelihood that the company will continue to operate in this sector for many more years

2. The company should provide good and efficient training for solar products.
3. The company should offer dealers the ability to install solar systems themselves.
4. The company should offer dealers at least a 10% saving on products.
5. The company should work by assigning areas to dealers so that they don't encroach on each other's territories and compete for the same customers.
6. The company should not offer excessive credit to dealers, because if the market gets flooded with goods, it becomes difficult for dealers to make payments on time.
7. The company should provide services in all areas, and its revenue should not solely come from services.
8. The company should also provide training on services so that customers receive timely and effective support.

If you choose to become a UTL Solar franchise, you might think that you are simply expanding your business. But in reality, UTL Solar's franchise offers not only the qualities mentioned above but also the following advantages:

1. UTL Solar trains your two employees thoroughly and reimburses half of their salaries to you, giving you the opportunity to do more business.
2. UTL Solar ensures that any inquiry that comes from your area is not only forwarded to you but also helps with marketing and support for order processing.
3. UTL Solar provides full support for your showroom, so whenever a customer visits, they will leave with the product they need.
4. UTL Solar knows that during the off-season, solar business tends to slow down, which is why they prearrange products like gas geysers for the off-season.

5. Furthermore, UTL Solar offers a 100% money-back guarantee for 90 days. If you don't see any business growth within 90 days or if UTL Solar does not meet its commitments, you can return the products and get all your money back.

For more information about becoming a UTL Solar franchise, please scan the QR code below or visit:

https://upsinverter.com/utl/earn-50000-from-solar/

Do you know that the reserves of knowledge are of no use unless they are utilized?

The benefit of reading this lesson is only when you answer the questions listed below with full understanding, otherwise, it will not serve you any purpose.

• What are the three most important factors when choosing a company for work? Please write your thoughts with some details in the spaces provided below:

● Write down the names of 3 solar companies that are suitable for you, in order of preference, in the spaces provided below. Also, mention if you would like to work with these companies.

UTL SOLAR

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- **120** kVA- We made upto 120kVA Capacity
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Why Should You Read This Book?

It is often said that an average American CEO reads 60 books in a year. These books are usually expensive. A CEO is responsible for managing the entire business of a company, so you can imagine how limited their time would be. Their purpose in reading so many books is not to gather information but to extract one or two key points that can take their company's business to a new level. This does not mean that you need to read 60 expensive books a year to earn a good income.

If you are a dealer in the inverter or battery business and read this book carefully even once, adopting the principles given in it, I guarantee it is impossible for you not to earn ₹100,000 every month from the solar business in today's time.At the end of each chapter in this book, some questions are provided with spaces for you to write the answers. I hope that after reading each chapter, you will answer these questions in the given spaces. If you have read all the chapters of this book and written correct answers to all the questions at the end, I will consider that you have tried to adopt all the principles given in this book. If you still feel that you cannot earn ₹100,000 per month from the solar business, you can fill out the form provided on the last page of this book and send it to the address mentioned below. An amount five times the price of the book, i.e., ₹500, will be credited to your bank account.

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