

Being a Solar Salesman

In the summer of 2014/2015 I spent most of my time working at a solar panel company that claimed to be one of the top three largest solar companies in Australia. My job was to convince people of different areas to have a chat with our "Solar Specialists" who were not specialists but actually more experienced sales people. I had to be present at the company by 11, we'd have a meeting to talk about persuasion techniques and drive to the designated area and start talking to people from 2. Each day i knocked about 100 doors, out of 100, 90 weren't interested and didn't want to listen to you, 9 were thinking about it but for some reason up to it or ready for the investment, about 0 to 1 people each day were looking for someone to talk to about solar and were considering them. Most people had either negative beliefs about it or were hoping to get it in the future when everything is cheaper and more advanced. In the company that i worked for, close to nobody cared about renewable energy or solar panels, all they cared about was selling more and more panels even if it wasn't a good decision for the buyer. In conclusion, I can say that it was a good experience working in the industry, not necessarily happy but it had happy moments.

Amirali Seighali, Swinburne University of Technology, Melbourne, Victoria, Australia