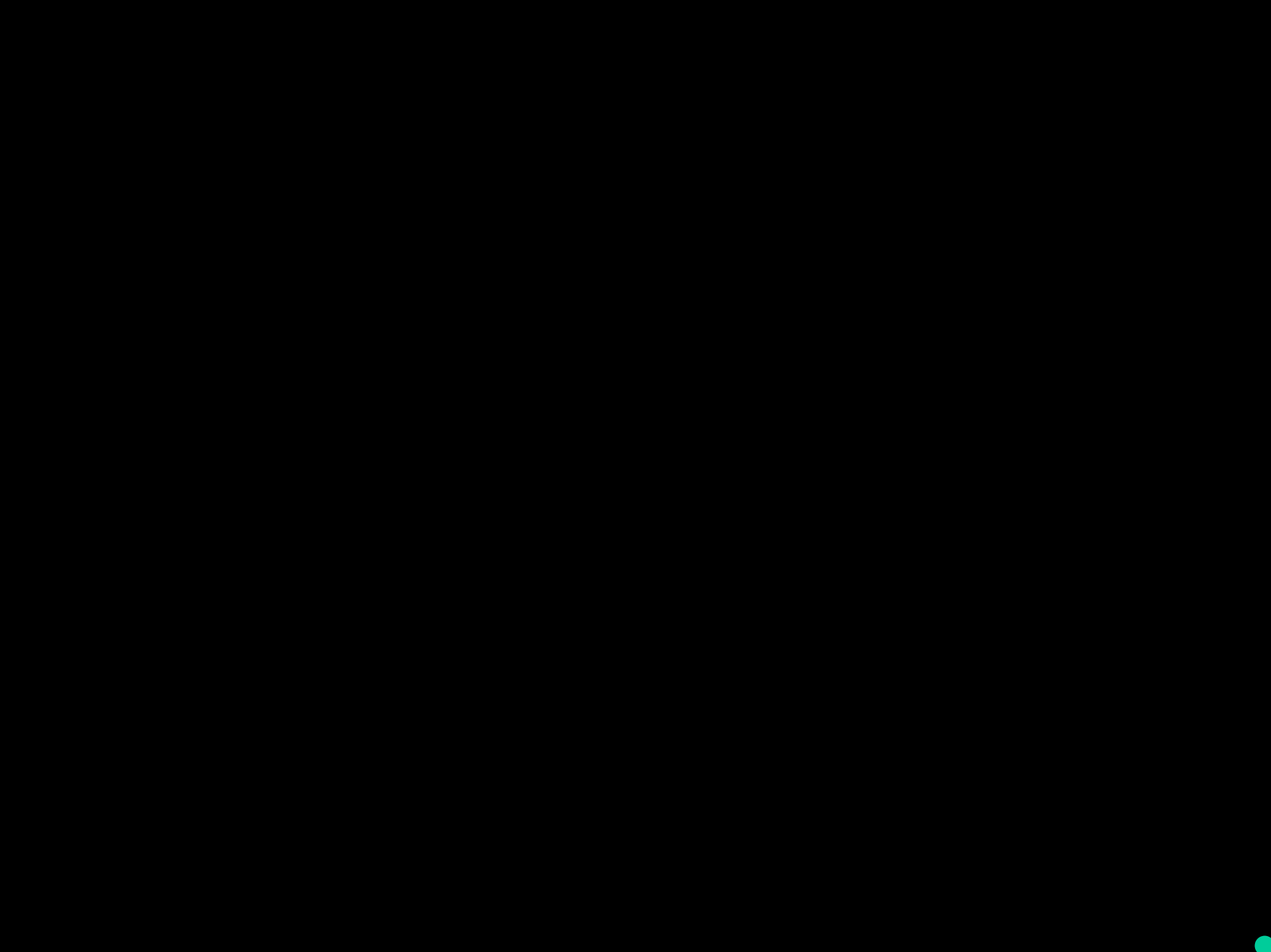


Effective PV Marketing

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PV Forum

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Effectiveness

- Effective strategies are rare, powerful
 - overcome much larger competition in market
 - drive product/service vision & priorities
 - drive successful alliances/partnerships
- Effective positioning is rare, powerful
 - redefines competition, pricing, served market
 - defines messages and promotional program
- PV needs effective strategies & positioning

Agenda

- Effective Strategies
 - examples, principles
 - PV Integrator segmentation/strategy?
- Positioning for higher value and volume
 - examples, principles
 - what is PV's competition, really?
- Marketing Toolkit

Effective Strategies

- Usually
 - redefine business and distribution relationships
 - change product or packaging
 - change target audience/buyer
 - improve margins to fund growth
- Always
 - leverage limited resources
 - amplify core strengths
 - employ novel metrics



Effective Strategies

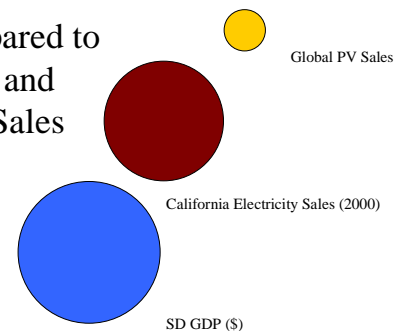
- Generally
 - employ an in-depth reading of customer's needs/views
 - reframe an existing problem in new language

So, what is wrong with selling CFLs as energy saving devices?

How else can CFLs be sold?

Surveys suggest that a full 45% of consumers do not understand the unit "Watt."

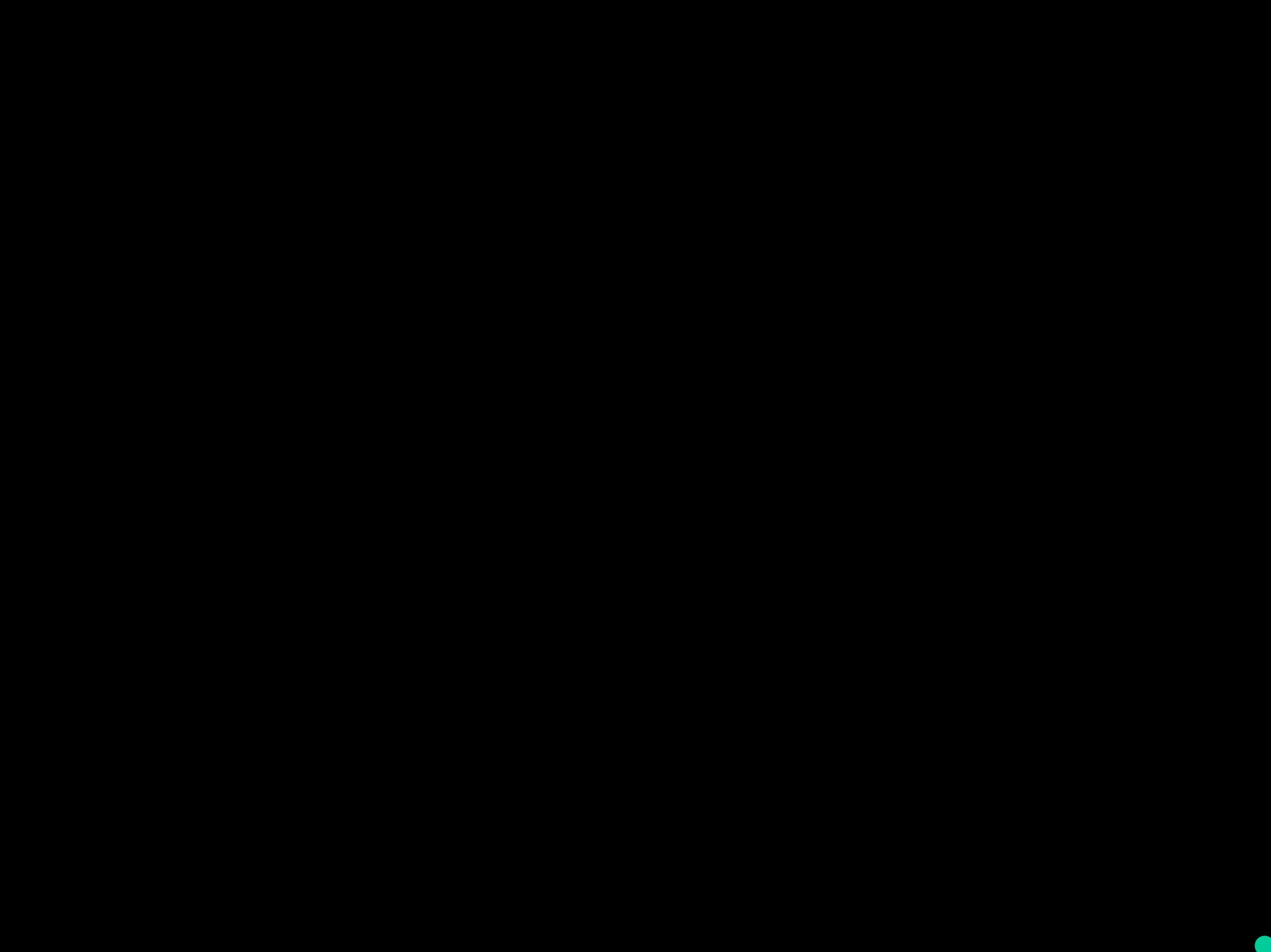
Global PV Sales compared to San Diego MSA GDP and California Electricity Sales



A lot of Californians are spending a lot of money for k-WATT-hrs without knowing what they are buying.

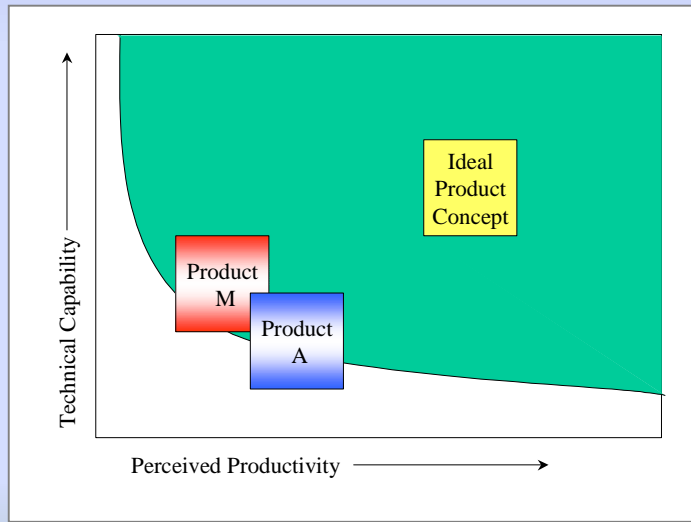
Possible PV Integrator Strategies

Segment/Strategy	Value Proposition
High-end residential retrofit –premium pricing –high customization & service	Self-image: environ., security, autonomy \$ wise: prudent, sound invest
Developer residential –cost leadership -standardize	Higher price, faster sale –cheaper by the dozen
Retail & Commercial –visibility/promotion features –sell to the agents/tenants	PR Value, short-term payback in increased business volume, rent or lower vacancy rate
Corporate & Institutional –sell to HR and Mktg, w/ facilities as tech buyer	PR value and employee retention, ES bundle to meet financial reqs.

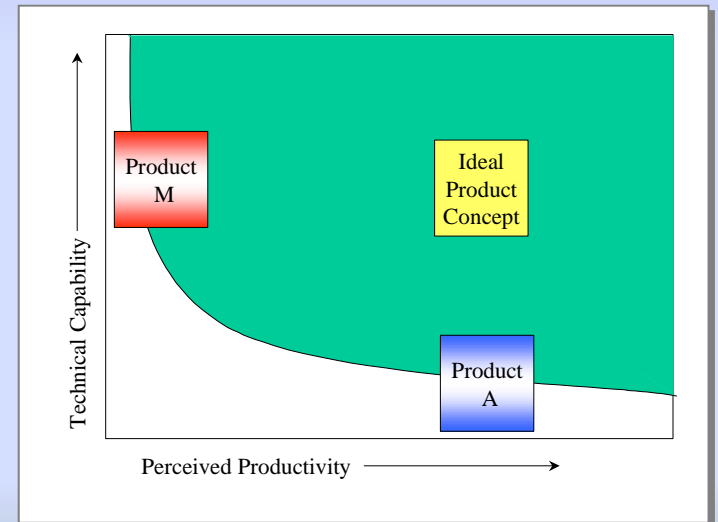


Positioning

- Positioning is what the prospect or customer does with the product in her/his mind, not what you do to the product
- Positioning is elusive and dynamic

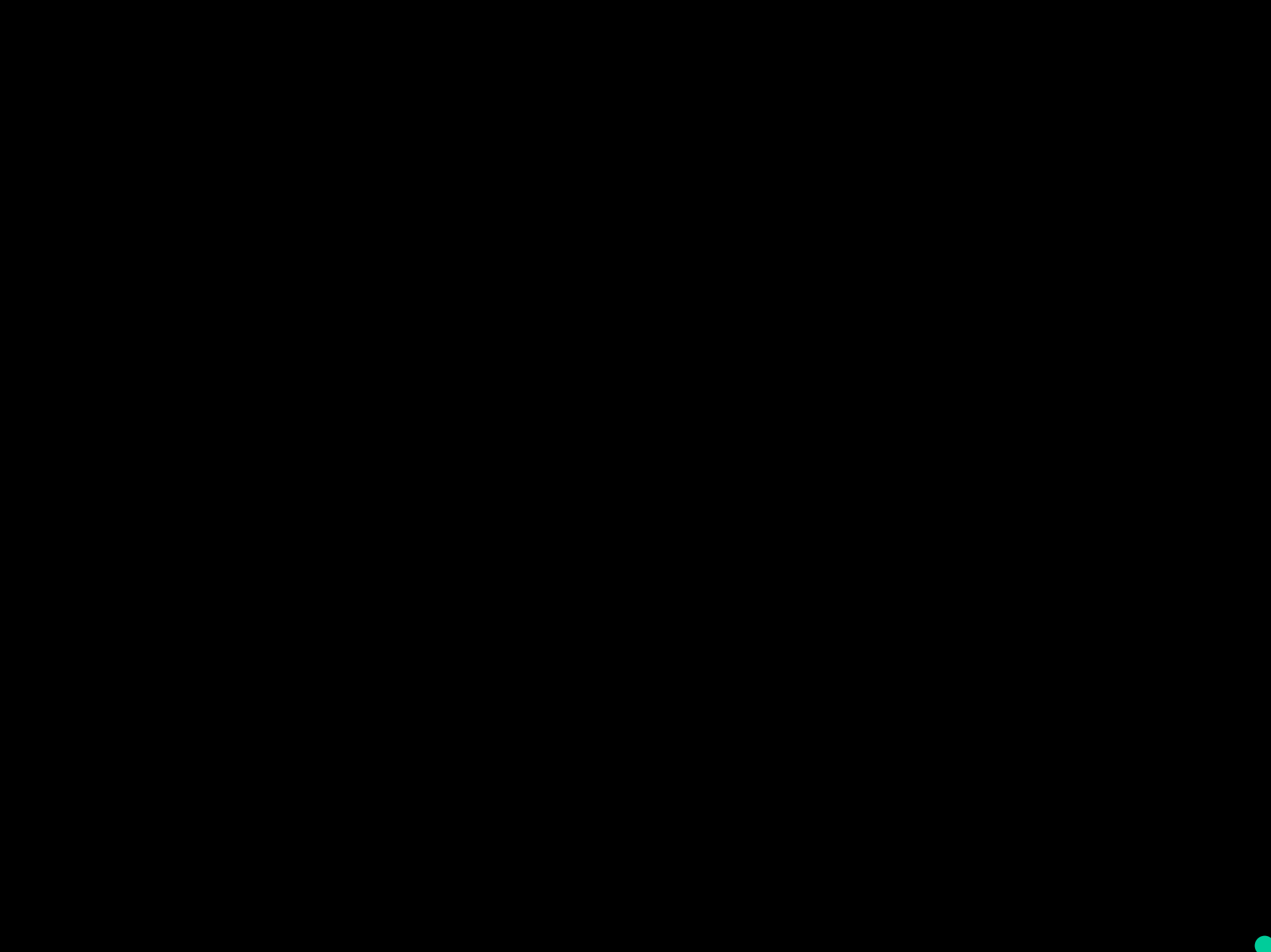


Before ASP: \$4,700



After ASP: \$7,200

What is PV's competition?



Marketing Toolkit

Books:

- R. Cialdini: *Influence*
- J. Collins: *Good to Great*
- M. Gladwell: *Tipping Point*
- G. Moore: *Chasm or Tornado*
- D Clifton: *Soar w/ Strengths*

Web:

- <http://www.powerspeaking.com>
- <http://www.millerheiman.com/>
- <http://www.nolo.com/>
- databases w/library card
- <http://marcomwise.com>

Planning templates and additional references:

<http://whitefishdontjump.com>

Summary

- Industry players need effective strategies to gain a greater share of California's electricity market
- Effective positioning is needed to leverage your opportunities and help fund your business
- A free toolkit, applicable to integrators is located at <http://whitefishdontjump.com>

