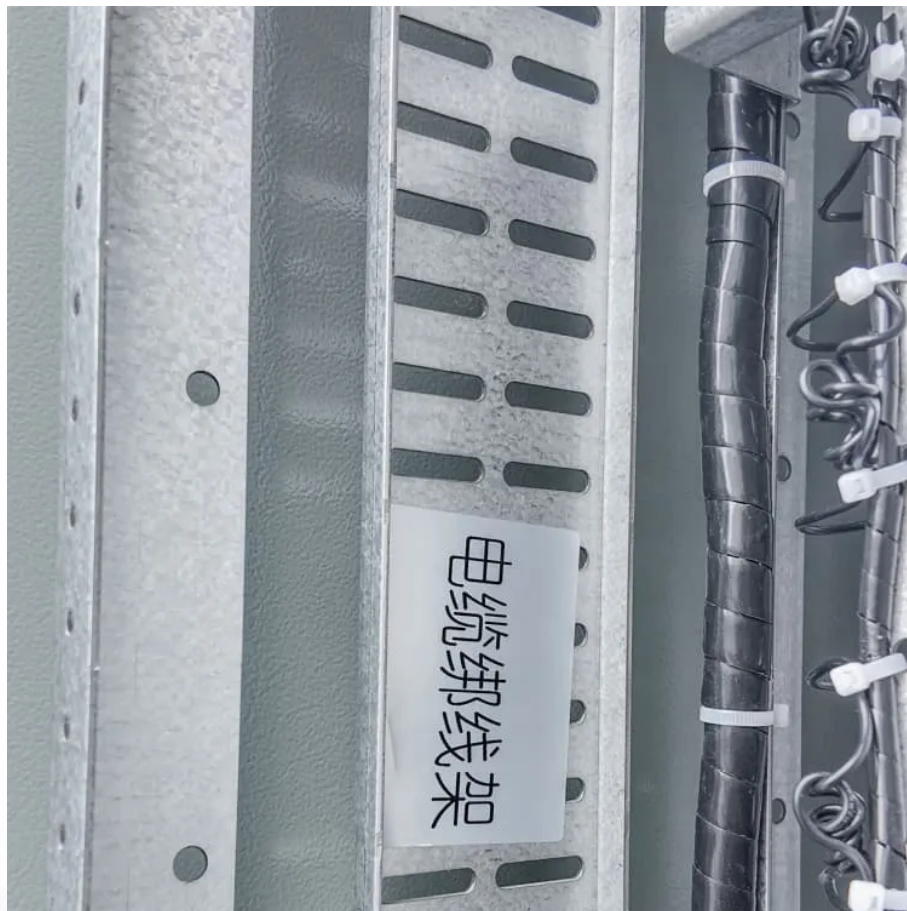


Solar inverter sales promotion model





Overview

How can a company promote solar PV technology?

The solar photovoltaic (PV) companies involved in the sales of PV systems are central to fostering diffusion. A company's ability to devise and deliver value offerings that match customers' needs is vital in encouraging the adoption of solar PV technology.

Can sales and installation companies enhance solar photovoltaic adoption?

This qualitative study based on twenty semi-structured interviews contributes to the existing knowledge by exploring how sales and installation companies can enhance solar photovoltaic adoption by transforming customer interactions and engagement practices, which is a key element of a company's business model.

How a solar PV company can improve customer engagement?

Solar PV companies, involved in interaction with consumers, dissemination and sales become an important actor in this regard. Transforming customer interaction and engagement element of business models can play an important role in enhancing diffusion. It can aid companies to broaden customer reach and improve the dissemination of information.

How can a market-centric business model help solar PV companies?

The disruptive nature of solar PV technology, limited awareness and high financial requirements often make solar PV disadvantaged compared with its competition. A market-centric business model can help solar PV companies address consumers' concerns while offering solutions to enhance its adoption.



Solar inverter sales promotion model

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