

System Example:

6kW residential solar system that sells for \$2.50 per watt.

That's a \$15,000 sale

Your costs are \$10,000 for the project.

You made \$5,000 in gross profit or 33%.

So, how many of these projects do you need to do every week/month/year to cover your overhead and actually get to have any retained earnings?

Out of the \$5,000 how much is really left?

10% or \$500?

More? Less?

What is your marketing budget?

How do overhead items influence what you get to keep?

How can you get the sales and ops teams to work closely together to focus on profitable jobs and identify them, before you even sign a contract with a client?

Do you know how many hours your team sells in a week/month/year?

Do you want to know?

And how do you communicate this to your team?

How do you keep score in a simple and effective way?

Your System Example project:

kW residential solar system that sells for \$_____ per watt.

That's a \$_____ sale

Your costs are \$_____ for the project.

You made \$_____ in gross profit or _____%.

Out of the \$_____ how much is really left?
____% or \$_____?

More? Less?

How can you make more, do less or do something different in your business?

Brainstorm below