



Independent Contractor Sales Guide



2022

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Introduction to Gansett Solar

Meet Gansett Solar:

Gansett Solar was founded in 2017 by Chris Hurley in Narragansett, RI. Locals in the area call this beautiful beach town “Gansett” for short. Gansett Solar is committed to serving the RI community and installing clean energy throughout RI and the surrounding states.

Meet The Owner:

“In my experience I have repeatedly seen salespeople in other companies sacrificing integrity in order to make money. I have also seen many door to door companies take advantage of their own salespeople by giving empty promises, withholding commissions, and sugar coating the actual demands of the position. I started Gansett Solar with a goal to protect consumers from untrue solar claims as well as to provide a platform for honest salespeople to thrive and make a living.”

-Chris Hurley

Meet The Sales Manager:

“This is my 4th year working with Chris and Gansett Solar! I’m a middle school special education teacher in Arizona during the school year and this is my excuse to travel with my wife and two kids each summer and make a third of my total yearly income in a short time. I was the guy who said “I’ll never do sales.” I thought I would have to forfeit my integrity or pressure people into buying a product. Working with Chris and everyone else at Gansett over the years has proven me wrong and shown me that you can get behind a product that you feel passionately about and help people make wise long-term financial decisions. Honesty and integrity are at the core of all that we do. I also learned that, while this is hard work, I really enjoy what I do and there is not one right way to do this. If you want to meet people, have fun, get outside in the beautiful summer weather, make good money, and travel: this is for you!”

-Preston Merchant

What past reps have said:

“Chris is such a good soul to work with. Good businessman and better friend to everyone. And obviously great money for a product that made me feel like I was actually making a difference on the earth’s environment. I made my entire income for the year in 6 weeks. And that’s to cover myself, my wife, and my baby.”

-Wesley Monahan

Core Values

At Gansett Solar we separate ourselves from our competition by sticking to these 3 core values and every team member must commit to these values:

Transparency- Always being upfront and honest with everyone.

“Their honesty and no pressure sales were very much appreciated and spot on to what other companies should be like.”

-Kenz Hansen, customer

Quality- We understand that not all solar panels and installations are created equal and only deliver equipment and installations that are of extreme quality.

“Very knowledgeable and professional. The install is clean, system works well, overall the process was simple on our end.”

-Orrin Lemon, customer

Service- We are committed to respecting and serving our customers, team members, and those in need worldwide. Through our partnership with Marafiki Africa, we have provided solar electric energy systems to schools and health clinics in Tanzania, Africa.

“My whole experience with everyone at Gansett Solar was enjoyable. The customer service is top notch. Highly recommended!”

-Jonathan Snowman, customer

Independent Contractor

Each member of our sales team will be hired as an independent contractor. While some companies breeze over the details of what this means, we are committed to transparently explaining to each of our reps what this means and how it differs from being an employee, as well as providing some helpful insight and guidelines on the independent contractor relationship.

What is an independent Contractor?

When you are hired for work in the US, you are assigned a status of either employee or independent contractor. In many cases doctors, lawyers, accountants, freelancers, or other contracted positions are hired for a specific task for a specific timeframe and are considered independent contractors. Generally these contractors will invoice the company that contracts them for the agreed compensation. IC's are also an extremely common way for salespeople to be hired to go door to door. The IRS sees you as your own business entity to be taxed separate from the company that is contracting you to do sales. You are a free agent to invest any amount of time and resources you choose into the sales and marketing you are being contracted for. Examples of resources you can contribute could include: the miles you drive for your contracted work, or any office materials, software, or devices that help you fulfil sales. Any monetary bonuses will still be included on your 1099 and count towards your total income. While we won't require you to invoice us for your pay, it is a wise practice to keep track of all of your commissions and bonuses.

What about taxes?

Unlike with an employee relationship, the company does not withhold any taxes. At the end of the year, Gansett Solar will send you a 1099 tax form with a total that outlays all of the income you have received from the company. From there you are able to deduct/write off any and all of the expenses you incurred, and include it on your tax return. It is important to keep track of these expenses as you go in order to lower the amount of taxes you pay at the end of the year. It is extremely advantageous to receive all of your money up front instead of having it withheld by the IRS or an employer, but it is very important to remember that you will still owe taxes on your earnings at the end of the year.

Compensation and Role

Role

Your role as a lead generation representative will be to set up qualified appointments through door to door canvassing. You will not be selling or meeting with homeowners directly, only getting their utility bill and setting up a firm time for them to meet with your manager or energy consultant.

Compensation Plan

Solar commissions will be based on the number of appointments that are ran “pitched” and the amount of KW that are actually sold “Closed.” An average home in Rhode Island requires an 8 KW system which equates to about 20 solar panels (depending on the type of panel.) Below is an example of payout:

	<u>\$ per sit</u>	<u># of sits</u>	<u>\$ per KW</u>	<u>Size (KW)</u>	<u>Total</u>
<u>Pitched</u>	\$50	10			\$500
<u>Closed</u>			\$150	8	\$1200
<u>Total:</u>					\$1700

Definitions:

Qualified Lead	A customer interested in hearing about solar that includes all of the following: 1. Name 2. Address 3. Phone number 4. Email address 5. Appointment time 6. 12 month utility usage (or bill if the
Partial Lead	Only \$25 per sit and \$50/KW will be given for appointments pitched that don't include all of the above.

Potential Earning Map

Lead Generation per kw Closed Sales Earnings Map

*This potential earnings map is all based on Lead generated deals (LG) on a 8 kw system

	<u>Total # Closed Deals</u>	<u>Total KW</u>	<u>Total \$ Made</u>
Example 1	1	8	\$1200
Example 2	5	40	\$6000
Example 3	10	80	\$12,000
Example 4	20	160	\$24,000

Lead Generation per appointments pitched Sales Earnings Map

*This potential earnings map is all based on appointments pitched

	<u># of appts pitched</u>	<u>Total \$ Made</u>
Example 1	10	\$500
Example 2	50	\$2500
Example 3	100	\$5000
Example 4	200	\$10,000

Total Combined Earnings

	<u>Total \$ Made</u>
Example 1	\$1700
Example 2	\$8500
Example 3	\$17000
Example 4	\$34,000

Living Bonus and Indicators

Living Bonus

For every 20 appointments you set that gets pitched, you will receive an additional \$500 as a living bonus. Example:

	<u># of appts pitched</u>	<u>Living Bonus</u>
Example 1	10	\$0
Example 2	50	\$1000
Example 3	100	\$2500
Example 4	200	\$5000

Indicators

We have 3 key performance indicators that will be tracked to measure our progress:

S- Appointment Set. This means a customer agreed to a solar consultation.

P- Pitched. This means a customer actually sat down with someone and was given a consultation

C- Closed. This means a customer entered into an installation agreement.

***In our experience we have found that of all leads:**

1. 50-60% of appointments set converted to appointments pitched.
2. 25-30% of appointments pitched converted to customer being sold.
3. In total 12-20% of all appointments set converted to a sale.

Additional Information

In our goal for transparency and to set and meet clear expectations, this page re-emphasizes previous points and accounts for other special details:

Living Expenses- Apart from the living bonuses described on the previous page, as an independent contractor you will not receive any type of living stipend and are expected to provide for your own expenses.

Transportation and Area Management- As an Independent Contractor you are expected to provide your own resources for your contracted work including your own transportation. Having your own transportation whether it is a car rented in market, or your own car driven to market will be extremely valuable to you to fulfill your contracted work.

Payout and Timeline- Solar is a long term process and generally takes about 90 days from contract signing to power being turned on. This is due to the involvement of multiple parties (electrical contractors, utility company, local government.) and the clearing of permits. The kw that is tied to closed accounts will only be due when the account sold actually gets installed. The company at its discretion may initiate bonuses or partial commissions upfront. Any up front pay given for cancelled accounts that don't reach installation complete will be consolidated by withholding those funds from other commissions or by invoicing the sales rep. Current milestone pay is 30% of commission at permit pack complete and 70% commission at substantial completion.

Penalties for violating principles- There will be no tolerance for dishonesty or respect when it comes to our team members or our customers. Anyone that is found being dishonest or disrespectful to a customer or a team member will be immediately dismissed from the program. Additionally, if a customer is told a dishonest or false claim, receives disrespect from a sales rep that rep may be charged a fine by Gansett Solar of up to \$500.

Program Dates:

9 week program: May 16th-July 16th (can extend or start earlier)

4 week program: June 11th-July 11th (can extend or start earlier)

Disclosures

Commitments and Disclosures

Please initial each section below:

_____ I understand that I will be dismissed from the program immediately if I violate any of the companies core values listed on page 4.

_____ I confirm that I have read this packet in its entirety.

_____ I commit to treating each of our team members and customers with respect.

_____ I understand that I am an independent contractor for Gansett Solar and am responsible for my own personal and work related expense.

_____ I commit to obtaining any tax or solicitors licenses as required by state and local law.

_____ I understand that my full commission is not due until my customer has reached installation complete.

Signature: _____

Printed Name: _____

Date: _____