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**CLEAN ENERGY  
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Massachusetts Climate Careers: Powering the Future

**Climate Hero Spotlight:**  
**Sales and Customer Service Workers**





# Opening Activity

## *Understand Your Customers*



**Rooftop solar panels**



**New geothermal heat pump**



**EV charging station**





# Today's Agenda

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- **The Big Question and My Climate Goals**
- **Sales and Customer Service Roles**
- **Climate Watch and Discussion**
- **Solving Customer Challenges**
- **Key Takeaways and Closing**





## The Big Question

How do sales and customer service workers contribute to individuals and companies participating in climate solutions?





# My Climate Goals

**When you complete this lesson, you'll be able to:**

1. Understand the role of sales and customer service workers in promoting clean energy.
2. Recognize barriers to change and how these workers help overcome them.
3. Identify the skills, training, and experiences needed for these careers.
4. Discuss which aspects of these careers align with personal interests and skills.





## Example Sales Roles

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Sales consultant



Technical sales specialist



Business development  
representative



## Example Customer Service Roles

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Customer service representative



Energy efficiency advisor



Account manager



# Sales and Customer Service Workers

**Educate the customer.**



**Answer questions and address concerns.**



**Help customers make the best decision for them.**



**Assist with logistics and applications.**







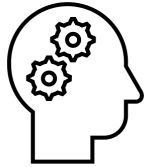
# Help With Access

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- Education on incentive programs
- Assistance with applications
- Scheduling and coordination

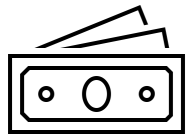


# Common Barriers to Clean Energy Adoption



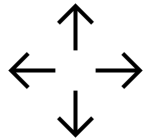
## **Knowledge**

*Misunderstandings or skepticism about new technology*



## **Financial**

*Upfront cost and concerns about long-term savings*



## **Convenience**

*Adjustments to new systems and ways of doing things*



# Skills and Knowledge

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- Strong communication and people skills
- Phone skills
- Organization and attention to detail
- Ability to simplify complex information
- Familiarity with clean energy products and technology
- Continuous learning to stay updated on innovations
- Bilingual ability is a plus!

# Education and Training

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- Approximately 50 percent of current sales and customer service workers in Massachusetts have a college degree.
- People with strong skills and a willingness to learn can receive on-the-job training with no formal education.







## Wages in Massachusetts

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- **Customer service** workers earn between \$18/hour and \$29/hour, with median rates of \$23/hour.
- **Sales workers** for clean energy earn between \$29/hour and \$59/hour, with a median rate of \$42/hour.



# Climate Watch: Video





# Climate Watch Discussion

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1. What skills or expertise do you think are important for a Sales or Customer Service representative to have?
2. What is one thing you found surprising from the video?



# Sell Your Solution!

**A customer has expressed interest in a clean energy solution!**

As a group, you must:

1. Review the customer profile.
2. Develop a one-minute pitch for how your solution could benefit them.
3. Identify one or two potential questions or concerns the customer might have and prepare how to address them.
4. Present your plan to the class.





## Activity Debrief

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- How did you **adapt** your pitch to be specific to your customer?
- Could your explanation help customers feel more **comfortable** or **confident** about adopting this new technology?
- What **career skills** did you practice in this activity?



## Key Points

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- Sales and customer service roles are essential for the adoption of clean energy.
- These professionals help overcome common barriers through education.
- Communication, problem-solving, and adaptability are crucial skills in this field.



## Closing Activity

### How would you respond...

1. “Why are solar panels so expensive, anyway?”
2. “I don’t understand how offshore wind is any better for the environment than offshore drilling.”



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