

# Climate Hero Spotlight: Sales and Customer Service Representatives

## Opening Activity: Understand Your Customers

Imagine you're a customer service worker helping customers decide whether to invest in possible upgrades for their home: installing solar panels, replacing their HVAC system with a new heat pump connected to a geothermal network, or installing an EV charging station in the garage. Discuss each of these solutions with a partner.

**Notes:**

## 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.

**Notes:**

# Sell Your Solution

## Instructions

You have received an email from a new potential customer. Review the message, paying close attention to the customer's needs, questions, and concerns. Complete the worksheet below to build a customer profile and tailor an initial pitch to share with the customer when you speak with them later today.

## Customer Profile Prompts

**Customer's name:**

**What is this customer looking for?**

**What seems especially important to this customer?**

**What 1-2 questions should you be prepared to answer? How will you answer them?**

**What 1-2 concerns should you be prepared to address? How will you address them?**

**How will your clean energy technology meet their needs and benefit this customer?**

## Solar Power

### Group 1

You have just received the following email from a new potential customer. Review the message, build the customer profile, and then tailor a short pitch to share when you speak with them later today.

***Subject: Interested in Solar for My Home—But I Have Some Concerns***

Hello,

I'm reaching out to learn more about solar power options for my home. I live in a single-family house with a south-facing roof that gets a good amount of sunlight throughout the day. I've been considering solar energy as a way to save on my monthly energy bills, but I'm concerned about the upfront costs—they seem pretty high, and I'm on a tight budget.

I'd love to know if there are financing options that could help make this more affordable for me. Also, I'm curious about how long it would take for the savings on my energy bills to make up for the installation cost. Another thought that's crossed my mind: How much maintenance would be involved? I don't have much experience with technology like this, so something low-maintenance would be ideal.

Thanks for any guidance you can offer. I'm really interested in reducing my carbon footprint, but I want to make sure this is a sound investment.

Best,  
Anna

**Notes:**

## Offshore Wind

### Group 2

You have just received the following email from a new potential customer. Review the message, build the customer profile, and then tailor a short pitch to share when you speak with them later today.

**Subject: Exploring Wind Power Options for My Business**

Hi,

I own a small business near the coast, and I'm exploring ways to make our energy usage more sustainable. Offshore wind power has caught my attention, but I have some concerns, and I was hoping you could help me get a clearer picture of whether it's the right fit for us.

My main question is about the reliability of offshore wind energy. We get some pretty wild weather here, so I'd like to know how dependable wind energy is, especially during storms or unpredictable conditions. Another thing I'm thinking about is whether switching to wind power would help reduce our energy costs over time. As a small business, we have a limited budget for upgrades, so I need to make sure this would be cost-effective.

Lastly, I'm curious about how offshore wind might impact the local environment and coastline. Sustainability is important to me, but I want to make sure this change would be positive for our area.

Thanks for your time,  
David

**Notes:**

## Networked Geothermal

### Group 3

You have just received the following email from a new potential customer. Review the message, build the customer profile, and then tailor a short pitch to share when you speak with them later today.

**Subject: Exploring Geothermal Networks for New Housing Project**

Hello,

I'm a city planner for Sunnyville. I'm reaching out because I'm working on an urban housing development project, and we're interested in exploring sustainable options for heating and cooling. Geothermal networks have come up as a potential solution, and I'd like to understand more about how they might benefit our project and community.

One thing I'd like to know is what kinds of community benefits a geothermal network could offer. I also need some insight into the installation process—will it be disruptive, and how long would it take? This is a pretty large-scale project, so we're trying to assess all potential impacts carefully.

Also, are there any grants or incentives available for using geothermal systems? We're working with a tight budget, and community approval is important to us, so I'd like to see how this option compares to others in terms of long-term viability and environmental benefits.

Thank you for your expertise on this.

Maria

**Notes:**

## Energy-Efficient Upgrades

### Group 4

You have just received the following email from a new potential customer. Review the message, build the customer profile, and then tailor a short pitch to share when you speak with them later today.

**Subject: Exploring Geothermal Networks for New Housing Project**

Hi there,

As the principal of a high school with older infrastructure, I'm interested in learning more about energy-efficient upgrades that could help us reduce utility costs and improve our building's overall sustainability. We've been experiencing some inefficiencies with our heating, cooling, and lighting systems, so I think it's time to consider updates.

However, I'm concerned about the potential disruptions these upgrades could bring to our daily school operations. Do you know if there are ways to minimize any interruptions during installation? We're also working within a tight budget, so if there are any financing options, rebates, or grants available, I'd love to know more.

Finally, I'm curious about how other schools have benefited from similar upgrades, both in terms of cost savings and environmental impact. I want our school to be a positive example of sustainability for our students, and I think this could be a great step forward—as long as it's feasible.

Thank you for any information you can provide.  
Kevin

**Notes:**

## Lesson Key Points

- 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.

**Additional key points:**

## Closing Activity

**How would you respond to these questions or statements from a friend or family member?**

**“Why are solar panels so expensive, anyway?”**

**“I don’t understand how offshore wind can be any better for the environment than offshore drilling.”**

**Careers of interest you heard about in this lesson:**