

SALES TRAINING MATERIALS FOR OFF-GRID SOLAR COMPANIES

Introduction to the sales training materials

1. Audience

This collection of sales training materials, developed in 2022 by the Power Africa Off-grid Project, aims to benefit the staff of off-grid solar (OGS) companies. OGS companies can adapt the training materials as they require, branding each set of slides with their logos and adding information on relevant solar products and markets.

2. Purpose

These training materials help OGS companies train their sales-focused staff members to improve their sales and management operations.

3. Facilitating the training

- The training should ideally be presented by experienced facilitators who understand the content and can communicate it to trainees.
- Facilitators should not rush the training and must ensure that trainees are relaxed and comfortable to share information and ask questions.
- The training is designed to be interactive and immersive. Depending on how much time is available, and the appropriateness to the target trainees, certain slides, activities, and discussions can be skipped or completed by the facilitator, with the trainees observing and taking notes.
- Consider printing and handing out the slides as a reference for the trainees.

4. Training certificates

This collection of sales training materials is not accredited with an education accreditation body. OGS companies can consider awarding certificates of completion to employees who have completed the course.

Content of the sales training

This [collection of sales training materials](#) consists of three sets of slides addressing the following audiences:

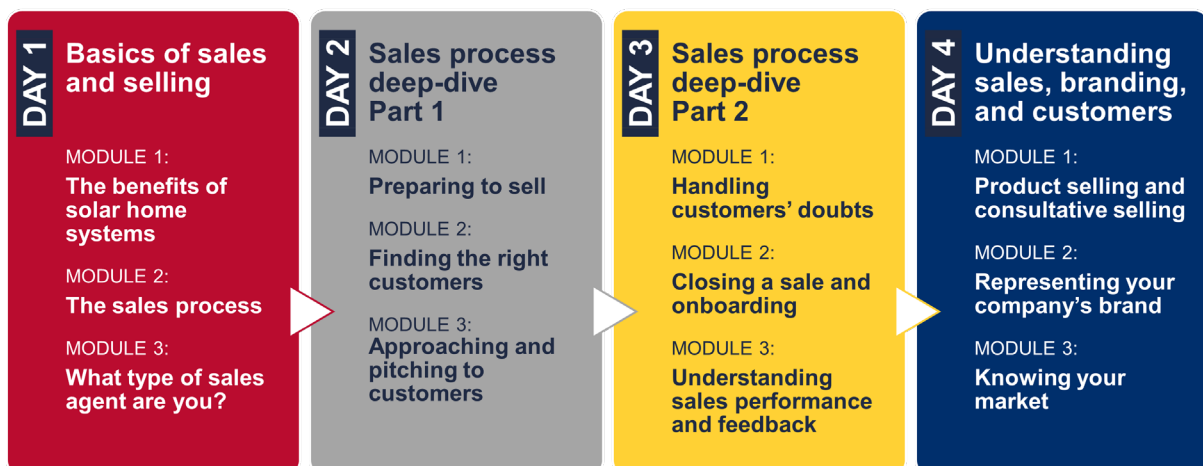
1. Off-grid solar sales agents.
2. Off-grid solar telephone sales agents.
3. Sales managers of OGS companies.

The sets of slides are divided into sections to ensure that trainees can process the information and so that it is not overwhelming. Each set of slides is designed to be presented in one day, with the material further sub-divided into several modules to structure the training.

OGS companies can choose to reorganize and further break up the training materials to adjust the pace of the training as required to meet the needs of their trainees.

The OGS sales training materials are structured as follows:

1. Sales agent training



2. Telesales agent training



3. Sales management training

