



## Top tips for selling with finance

Addressing customers' budget concerns head-on can help you close more sales. Use these talking points to guide your conversations.

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Talk to your customers about

### Higher energy costs = faster ROI

The **payback period significantly reduces** as energy prices rise.

This is because the cost of installing solar and the value received remains the same, whereas the cost of **not** having solar can continue to increase.

! Electricity prices for consumers are expected to increase from 1 July

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Talk to your customers about

### Keeping their savings aside for tomorrow

With our 0% interest payment plan, customers can hold onto their savings and pay off the investment over time - something many will value in the current environment.

- ✓ No upfront costs
- ✓ Affordable fortnightly repayments

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Talk to your customers about

### Using finance to increase their budget size

With finance, customers aren't limited by their current budget. This allows them to increase their overall spend to install a larger system, or even include a battery for more self-reliance.

- ✓ Affordable fortnightly repayments
- ✓ Further protection from energy market changes

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### When presenting quotes

## Lead with fortnightly repayments

Customers can get cold feet when presented with a quote, even if it's for the amount they were expecting. Offering them fortnightly repayments can help ease the stress and make it more affordable to pay off over time.

A \$5,000 solar system paid off over 60 months on Brighte's 0% interest payment plan = \$41.47 estimated fortnightly repayments

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### Talk to your customers about

## Offsetting repayments with energy savings

Solar and sustainable home upgrades offer a way for customers to reduce their energy bills and take back control. A customer's repayments can be offset by the money they save on their electricity bills, reducing their out of pocket expenses.

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### Using the tools

## Using our repayments calculator

With our repayments calculator, you can provide your customer with an estimate of their fortnightly repayments on the go.

→ [brighte.com.au/calculator](https://brighte.com.au/calculator)

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