

Marcus's Job in Sales

(Story word: install, environment)

Marcus had a surprise on Monday. His boss called him in and said, "I have been looking at records of our sales. This year you have made the most sales of anyone in the company!"

Marcus had been working for Statewide Solar for three years. His job was to meet with customers and explain how solar panels would help them save money on powering their home while also helping the environment.

Some customers hoped that they could install solar panels and not have to be connected to a regular power company. Marcus explained that this was not possible. On cloudy days or at night, the panels would not be gathering any electric power, and so at those times the house would need power from the regular power grid.

The power collected from the panels during sunny times of the day would be credited to their account and lower their bills. It was sort of like having a bank account for power.

Some customers wanted the panels to be installed on a particular part of the roof, so that their house would not look different from the street. Marcus had to explain to these customers that the panels had to be put where they would absorb the most sunlight; otherwise they would gather too little power to be effective.

The customers liked the fact that Statewide owned and maintained the panels. The homeowner would not have to pay for the panels or fix them—but would rent the panels from Statewide. Thus, they could install solar panels without a big outlay of money.

Some customers would say, “I bet this sounds silly. But I’m wondering how the panels will look on our house. Can we drive by some examples of houses you have done?”

Marcus would tell them that this did not seem like a silly question to him at all, and that he also cared about the curb appeal of his property. Marcus liked people and liked answering their questions, and that is why he liked having a job in sales.