



Solar Success Principles: How to Make a Difference and a Fortune in the Green Economy

By Keith J Cronin

Keith Cronin. Paperback. Book Condition: New. Paperback. 198 pages. Dimensions: 8.5in. x 5.4in. x 0.7in. Solar Success Principles- How to Make a Difference and a Fortune in the Green Economy. The first book of its kind to combine the business metrics necessary to thrive in the high growth solar industry. This book is for solar integrators and all of their staff. It also reaches venture capitalists and investors that want to work with solar integrators in project development. The book takes the reader through the base assumptions of running a profitable solar business to scaling up to their exit strategy. The book is packed with strategies, tactics and tools to assist your team with sales, marketing, operations and knowing how shared accountability increases team satisfaction and profitability to create a legendary company. Included with the book is a special link to other supporting materials to supplement the framework in the book. This book is a distillation of 14 years in the solar business as well as 4 years of consulting work that will assist you in elevating your company and raising your standards. If you've found this book and are just starting out, an essential road map to start your business...

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