

How Better Technology Helped Semper Solaris Increase Sales and Employee Retention



About Semper Solaris

Semper Solaris is proud to be one of the top solar, battery storage, roofing, heating, and air conditioning providers in the US, and to install their products for a growing customer base in California. As a veteran-owned business, they bring the same discipline and attention to detail they gained from the military to all of their projects. Semper Solaris has received numerous awards, maintains an A rating with the Better Business Bureau, and relies on referrals from happy customers for much of their business.

The Challenge

Basic proposal tools – where a salesperson simply drops panels on a 2D image of a home and immediately moves onto the next step – can be a tempting option for solar installers. They're cheap, and allow salespeople to quickly create a visual for potential customers to look at. Their drawbacks, however, are even more compelling. They leave little room to educate the customer or differentiate your company from the next – oh, and they're not accurate.

At Semper Solaris, their sales team of over 100 was using another leading design tool to generate

proposals. The oversimplicity of designs and lack of customization was leading to lost deals, and many of their new hires were leaving as a result. So, Semper decided to look for a solution that matched the level of professionalism they wanted to portray.

The Solution

Semper Solaris switched to Aurora as their sales and design tool. Rather than trying to do design work themselves, their sales team now uses accurate, expert-designed 3D models from Aurora's 3D Modeling Service.

Currently, about half the team presents the final proposal with the homeowner from templates they've been able to fully customize, including embedded 3D designs and an overview about their company, according to Rob Evans, Training & Development Manager, "Which in itself is impressive." The other half designs directly in Aurora with the customer, educating them with powerful tools like LIDAR, sun path modeling, and irradiance. "It's very good for competitive situations when we go against another bid," Rob says. "They'll have panels all over the ridge lines, hips, obstructions, and so on. We can just point out in our 3D rendering that it's impossible to put panels there, then we blow the competition out of the water."

Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo](#)

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The Result

Due to these sales tools and professional proposals, Steve Huber, Executive Director of Sales, estimates Semper Solaris has increased their sales conversion by 20% since switching to Aurora. And it's not just with solar. Their team created proposal templates that include roofing and HVAC, and Rob estimates the company has increased their conversion rate by 15% for those products, as well.

Where Aurora's tools have the biggest impact, however, is with their new hires. Before Aurora, it was very difficult for a new salesperson to learn the tools and become a top performer in their first 6 months. In fact, at least 50% of new hires didn't make it through onboarding. "That has drastically shifted," Steve says. "Now we're seeing new people come in, adapt, and get off to the races and become a top 5." The turnover for new hires on Semper Solaris' sales team is now less than 5%.

20% increase in sales conversion rates for solar jobs

15% increase in sales conversion for roofing & HVAC jobs

90% increase in new-hire retention for their sales team

Why Aurora?

For a sales team as large as Semper's, where they are constantly hiring and onboarding new reps, Aurora's ease-of-use and short ramp-up time is key. "The faster I can shorten the learning curve, the faster they make money and the higher our retention if they are successful right out the gate," Steve explains. Aurora's cutting-edge technology gives their team all the tools they need to sell effectively, but with enough customization to make it their own. "Once they wrap their head around it, they realize it's the best tool they've ever had," Rob explains. "They have more potential using it than anything else out there."

"The final product that we're presenting to the homeowner is just so much more professional. The 3D models, sunpath, LIDAR, and other tools are very effective in a sale."



Rob Evans,
Training & Development Manager
Semper Solaris

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