

How Green Terra Energy Gained Control of Their Solar Sales Process Amid the Pandemic

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Green Terra Energy

About Green Terra Energy

Green Terra Energy is a California-based energy services company that plays the role of project broker/facilitator between real estate owners, their respective assets, and licensed contractors who perform many energy efficiency services - solar being one of them. Their mission is to help customers minimize their carbon footprint while maximizing financial gain.

The Challenge

Throughout his years of working in solar, Mike Becker, CEO & Owner of Green Terra Energy designed solar systems like most others - by climbing on the roof with a Suneye in-hand, then drawing it out on the spot. When he launched his own business in the midst of the COVID-19 pandemic, he needed a tool to ensure that he could hold contractors accountable to the design, their price, and their decisions without needing to visit the site every time.

The Solution

Green Terra Energy embraced the digital transformation by adopting Aurora as a way to save time and increase confidence in their sales process. Not only does Aurora give them the flexibility to design accurate systems on their own time, but also helps close more business. As Mike put it, “to know the integrity of your tools is everything in making sure that I can win my battle (the sale). I’m putting a solution in front of someone that I know will help me win.”

“It gives me the confidence to represent the best system that can be done the first time.”



Mike Becker, Founder & CEO
Green Terra Energy

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The Result

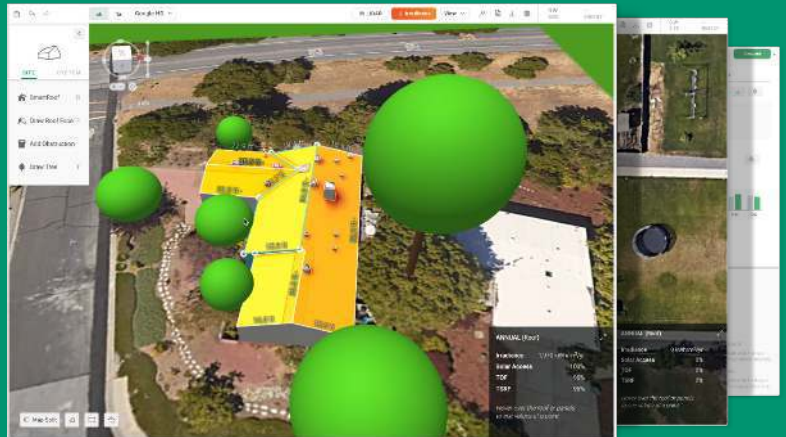
More than anything, the investment in Aurora was an investment in time. Aurora has helped “open doors for business owners like myself with the desire to have more control over all aspects of the project development process from start to finish.” Whereas it could sometimes take 2 weeks to receive a design back from a contractor, now he can create one in 15 minutes.

Why Aurora?

From initially adopting Aurora, Mike appreciated the consultancy of the support team during the onboarding process to ensure a successful transition. The software was intuitive to use with little hand-holding required. Compared to other solutions, Mike was impressed with how quickly he could make changes to the design on the fly in Aurora. He liked having the flexibility to create customized proposals that compel the homeowner or real estate owner with the information that they care about, while creating accurate designs that he could stand behind. “I don’t compromise on the tools I use. I use the best because in a competitive market, I don’t have time for the uncertainty.”

See what you
can accomplish
with Aurora

Book a demo today



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