

Welcome to practical and powerful marketing, to grow and scale your renewable energy business.



YOUR TRIBE.

THE POWER OF BELIEF, BELONGING & BEHAVIOUR

By Russell French

INTRO



- How to tell a better marketing story to your customers
- Differentiation is key
- High quality products and great service is dead



3 CORE CRITERIA (3B)

Belief

- What you stand for
- WHY choose you

Belonging

- A Tribe that is doing good in the world
- Raving fans

Behaviour

- End the price war
- Take responsibility
- MORE value



bePV

Something
INCREDIBLE
is about to
happen to your
Solar Business.



Never compete on price again



Wean yourself off lead-generators



Earn the profits you deserve



Grow an outstanding brand



Online training platform



Why bePV

bePV is a new agency formed by three solar experts that teaches and **implements industry best-practice** approaches. It delivers the tools and wisdom **used by leading solar retailers** to attract and convert customers, multiply referral business, and operate profitably.

We are about to launch. **Register your details to get early-mover advantage.**

Together, let's run the cowboys out of town.

the companies that make bePV



SnapFrozen

**SOLAR
IMPLEMENTATION
AGENCY**

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Founder



Co-Founder



Founder