

Email Subject: Webinar: 6 Best Solar Project Cost Benefits

Body: *[Graphic Header with XYZ Company Logo and Webinar Title/Date/Time as well as social media sharing icons]*

Shave Project Times, Cut Costs and Boost Customer Satisfaction With Effective Solar Standardization

Date: *Month, Year*

Time: *xx:xxPM - xx:xxPM*

Speakers: XYZ Racking, ABC Solar Group, 123 Finance

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Successful solar project installers and developers face many unique challenges if they are to play a significant role in delivering an estimated **15 GW** of added US (and **65 GW** global) solar capacity in 2016.

The rapidly expanding market is great news, but only if you can keep your costs at a profitable level even as demanding customers insist on a steadily lower installed price per watt.

Are you *truly* keeping a laser focus on quality, safety and cost reduction?

The fastest and easiest way to do so is through product standardization. By picking an appropriate solution, you not only maintain high standards for quality and safety but you cut costs in these important ways:

- Installer familiarity with simple, easy-to-implement, and yet flexible products
- Economies of scale through large orders
- Reduced supplier acquisition, retention and inventory complexity

Standardized products also provide key benefits not available to companies who overlook this simple shortcut to increased profitability:

- Faster project completion times with reduced compatibility and other issues
- Attractive branding with your target customers who will more quickly identify the benefits of an easily recognized product
- Improved quality through deeper research and insight into future product enhancements

Join this webinar with Joe Smith, Supervising Engineer at XYZ Racking and Bob Jones, Supervisor, Product Development for ABC Solar Group as they discuss the vision for standardized solar product lines in today's cost-conscious solar project environment. This webinar provides a close look at how this can be realized both quickly and easily with today's technologies.

ABC Solar Group and 123 Finance have partnered with XYZ Racking to tightly integrate fast-tracked end to end solar projects. XYZ's proprietary rail-less mounting system accelerates install times at lower cost while ABC Solar shares its expertise in streamlining even the most complex solar projects.

Why overlook the many benefits of astute solar project product standardization when you could be reaping the benefits in your very next installation?

[Register Now Button]

[XYZ Racking logo and address]

(355 words including headline but excluding [formatting instructions])

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Sample Tweet to Promote This Webinar (135 chars):

New webinar: Shave Project Times, Cut Costs and Boost Customer Satisfaction With Effective Solar Standardization - register here [link]

Sample Social Media Blurb For Facebook, Google+, LinkedIn, etc to Promote This Webinar (79 words):

New webinar! Shave Project Times, Cut Costs and Boost Customer Satisfaction With Effective Solar Standardization

Are you truly keeping a laser focus on quality, safety and cost reduction?

The fastest and easiest way to do so is through efficient product standardization. Join speakers from XYZ Racking and ABC Solar Group as they discuss the 6 major benefits from standardization and how to make them happen cost-effectively in your very next project.

Find out more and register right here [link]