

How is it easy for female photovoltaic bracket salespersons to do their jobs

Women represent 40% of the global solar photovoltaic (PV) workforce, double the share in the wind industry and oil and gas sector. However, they are mainly in administrative and non-STEM ...

We reviewed solar industry job data and spoke with women in the industry to understand gender inclusivity in solar.

Let's explore the challenges women encounter and the vast opportunities that lie ahead in empowering women in the solar sector.

To be successful, you must understand your audience and their needs. Research your prospects and clients to learn about business, their industry, and their challenges.

Want to succeed as a female salesperson? Here are 21 tips from the industry's leading Female Sales Experts on how to succeed in the male-dominated industry.

Most women employed in the PV segment are employed in administration, where they account for 58 percent of the total. Beyond the numbers, however, it is important to note how the ...

Women make up more than a substantial portion of solar sales, due to their influence on decisions made in the home, as well as their power in spending. By not marketing effectively to ...

Those starting out in the solar industry may not have the financial capital to invest in their education or establish their own enterprise, while female employees may face security concerns at ...

As someone who's worked full commission jobs before, I'd start looking for something else if I was in your position. There are sales jobs out there with 1- more stability, 2- better pay structure, and 3- that ...

In a study conducted from 2020 to 2023 among 89 companies and 37,198 salespeople across eight industries, Xactly found that female salespeople were 1.5 percent better at selling than ...

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