

Text message
8/3/23, 5:02 PM

Derek Piotter

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IMG_6421.jpg (Image)*

Derek Piotter

*Attachment stored in iCloud:
IMG_1792.jpg (Image)*

Derek Piotter

Then scroll down to the bottom and add each 3 letter code

Derek Piotter

*Attachment stored in iCloud:
IMG_1791.jpg (Image)*

Derek Piotter

Add each code into the special rates section

Derek Piotter

Whoops the messages sent out of order

Rick Vaske

OK. I will play with it tonight and try to figure it out

Rick Vaske

*Attachment stored in iCloud:
Screenshot_20230803_170750_Facebook.jpg (Image)*

Rick Vaske

Have Marketing Join this Group

Derek Piotter

I'll send to Jami

8/4/23, 11:44 AM

Rick, I'd like to set up a time Tuesday for the two of us. Perhaps every Tuesday moving forward. We can discuss what the best recurring cadence is for you and I when we speak. I'd like to fast track the priorities we discussed.

What time works for you on Tuesday 8/8?

I will get it booked on our calendars for Tuesday and will call your cell then

Rick Vaske

Sorry guys, but I have to be cautious with my time, I am compensated as an Advisor, not full time employee. I can do Sales Meeting Monday and allocate some time after the Sales meeting for further discussion. I am already spending more time than originally planned reviewing engineering, creating training materials, taking calls from Sales reps and filing permits.

8/4/23, 1:47 PM

Spoke to Derek. Provided me your weekly schedule, preferences, etc. The recommendation is for a quick sync immediately following the 9am weekly sales call - 15 minutes max. That is all I need. I will be prepped to make it very efficient. Does that work?

Rick Vaske

Sounds good. I have Jamie at 11 for Marketing

8/4/23, 3:15 PM

Nevan

Rick - do you wanna keep the Ritz Carlton this weekend or did you find another option?

Rick Vaske

Shit, I didn't have a chance to look. Cancel that one, I will look tonight, but don't want you stuck with it or in the middle of it. I appreciate the codes and will take a look, but worked til 1am last night and didn't have a chance to even create a Bonvoy account yet

Nevan

All good. There are plenty of good options, and I'm sure the Deliotte code for the Ritz will still work. Remember to tell me what code you end up using and I'll send you the corporate credentials on the off chance they ask.

Nevan

Have a great weekend!

Rick Vaske

*Attachment stored in iCloud:
Screenshot_20230804_151852_Chrome.jpg (Image)*

Rick Vaske

Thanks Ron!

Nevan

Amazing 🏆

Rick Vaske

Not Amazing for Florida.

Feels like utility lobbyists are strong in FL

Rick Vaske

It's not lobbyists that are strong. It's power companies themselves. This is the good Ole boy state and FPL is a good Ole boy.

Nevan

Oh shit, i didn't see what you circled below.

Nevan

Ron is posturing for his Presidential run at the expense of Floridians. Sucks

Nevan

We'll see

8/5/23, 2:07 PM

Rick Vaske

I may not know ANY of the fucking bands besides The Red Hot Chili Peppers at Lalapalooza... but I will be taking my picture next to the Solar Powered Stage!

Rick Vaske

<https://news.pollstar.com/2023/08/04/billie-eilish-reverb-partner-up-to-deliver-solar-powered-lollapalooza-set/>

Nevan

Yes!! 🤔

Derek Piotter

That's so cool

Rick Vaske

This just made the whole trip a business write off for "Research and Development"

Derek Piotter

Definitely get the ritz now

Derek Piotter

Emphasized "This just made the whole trip a business write off..."

Rick Vaske

Hell no. Nevah found me a sweet hotel walking distance to the concert!

8/6/23, 12:30 PM

Rick Vaske

THIS is what's wrong with the industry and why we should be different and crushing other companies.

Rick Vaske

https://theverygoodsolarcompany.com/?utm_source=facebook&utm_medium=paid&utm_campaign=%5BMM%5D+Prospecting+%7C+Leads+%7C+ABO&utm_term=Interests+%7C+Energy+%26+Utilities+%7C+Leads&utm_content=Couples+Counseling+v2+%7C+30s+%7C+Dynamic+Txt+%7C+Home&fbclid=23856679032810342&fbclid=PAAaakKapH3ljZ6oPUykf5lXpdfbP1SizZi3mmzwWXNCZdihMDX6cwjkb3N6Y_-aem_AYoe4_EgwDfyEDCNtFu3E80IMIEs3Sa5EfS1H7rcYGMB1-ylxE9N-VQOI-vEQEivRcNO-pWh6mnAVUiGsWeDOP_6

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IMG_8691.PNG (Image)

Attachment stored in iCloud:
IMG_8689.PNG (Image)

These are all stock photos. Spotted it right away. Fake people. Fake names

Derek Piotter

Got an estimate in 30 seconds with zero context other than power bill (not kWh used) and the system was 25% oversized. Zero information other than payment vs loan payment and leaving out the interconnection fees and taxes

Derek Piotter

Emphasized "These are all stock photos. Spotted it right away..."

This is a scam. Dug into it a bit. It's clickbait to funnel someone into a \$99 deposit via Stripe. Even tried calling and texting their number which was flagged for real estate robo calls trying to find wholesale flip opportunities. I was able to listen to recordings of the flagged calls. It's an AI bot they have named "June" that sounds somewhat real. Their LinkedIn page has an AI video of "her" pitching how her/AI can handhold Solar every step of the way

Rick Vaske

They all are. But THIS is our industry and why we do Solar DIFFERENT

Nevan

We should document all of these sites and clickbait techniques that attempt to fool the customer and use them to help differentiate ourselves. I echo Rick, this is exactly why we MUST do Solar DIFFERENT!!
#solarfirst4life 🦊🦊🦊

Nevan

If we build something that always thinks about the customer first, we're gonna ride the wave of organic referrals straight to the top 😎

Rick Vaske

You don't need to document it, you just need to do it right. People that even TYPE or say the word Solar are already being stalked. NOT being THEM becomes obvious to anyone with half a brain.... and we should only want WHOLE Brain customers anyway. Let the Dumb eat the fake bait, the dumber they are the more we have to try to "Sell" Solar to them and then show them how thier app works 100xs after they actually get it installed

Nevan

Liked "You don't need to document it, you just need to do..."

8/6/23, 2:42 PM

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tmp.gif (Image)

Nevan

Loved an image

Rick Vaske

*Attachment stored in iCloud:
20230806_141342.jpg (Image)*

Derek Piotter

Emphasized an image

Derek Piotter

That's pretty cool

Nevan

Epic 🏆

8/11/23, 1:53 PM

Rick Vaske

If your bored and need soothing bathroom sounds...

Rick Vaske

<https://lnk.to/TeslaRoof>

Nevan

Perfect

8/11/23, 4:08 PM

Rick Vaske

Why go Solar in Cape Coral?!

Rick Vaske

Because you might HAVE TO if you want power in your home....

Rick Vaske

<https://winknews.com/2023/08/10/lee-county-electric-cooperative-conserve-electricity/>

Derek Piotter

Feel like time of use could be here even quicker now, the grid can't handle this

Derek Piotter

Especially with the EVs, I have no reason not to charge my car in the afternoon and those suck so much electricity

Rick Vaske

Way to go Derek... You killed the grid... you Tesla whore... Now thousands of people won't be able to have thier AC set to 70 when it 102 out

Derek Piotter

Hahahaha at least I actually wait to charge it until the sun goes down

Derek Piotter

The real reason Kyle asked for your address today is because Tesla wants to know where to send the cease and desist after your latest podcast episode 😂😂

Rick Vaske

*Attachment stored in iCloud:
Screenshot_20230811_145016_Gmail.jpg (Image)*

Rick Vaske

Send it to Belize

Derek Piotter

I love it!

Rick Vaske

Got my license today and my lease for my office and warehouse! Meeting with the top 2 Home Builders next week! Off Grid Homes going up and they have to have solar! 🌞🙌

Rick Vaske

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Screenshot_20230811_162940_Gallery.jpg (Image)*

Rick Vaske

*Attachment stored in iCloud:
Screenshot_20230811_162831_Gallery.jpg (Image)*

Rick Vaske

*Attachment stored in iCloud:
Screenshot_20230811_114701_OneDrive.jpg (Image)*

Derek Piotter

International now! That's awesome, those houses are going to be so cool. Feel like solar is going to change the landscape of beachfront everywhere since it can now be developed without the cost of running infrastructure

8/14/23, 10:29 AM

Derek Piotter

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IMG_3903.jpg (Image)*

Nevan



8/14/23, 12:21 PM

Rick Vaske

*Attachment stored in iCloud:
20230814_112930.jpg (Image)*

Rick Vaske

It's coming together man

Nevan

Nice!!

8/18/23, 12:56 PM

Rick Vaske

<https://lnk.to/MajorSolarBrands>

Rick Vaske

Your weekend entertainment

Derek Piotter

Nothing came through

Derek Piotter

Is it the new podcast? I got the alert for it

Rick Vaske

Weekly Podcast. It can be found anywhere you go for your Podcasts. This week I talk about how bad it is by some of these MAJOR Brands like ADT and Duracell batteries to get into solar

Derek Piotter

Know what I'm listening to during lunch today

8/22/23, 9:33 AM

- 9am Thursday I am pitching Rick the "Why Solar/Why Solar First" story (slides 1-3 of our sales deck) via Google Meet. Derek/Rick invited. See calendar.
- Taking Rick's feedback to finalize "why solar/solar first" new sales deck
- giving new deck to reps this week (assuming leadership alignment on our most important story in the market)
- The revised sales deck is same order or topics as Ricks, so they will add in their variable components (PV Watts/OpenSolar, optionality, pricing)
- This Friday is on-site site survey training. Location is not related to Monday's presentation
- Next Monday in office is their training capstone presentation of the sales deck.
- Monday marks conclusion of training. Reps then required to focus solely on getting in-field top of funnel reps - focused on strategic partner handshakes, networking, etc. and I will be managing those expectations heavily.
- contingency plan: if we don't have agreement by Thursday the Why Solar/Solar First story is SOLID then they still present Monday, but present Rick's sales deck

8/23/23, 9:44 AM

Rick,

Rep calls are coming your way today.

I have them taking this very seriously.

Today, I'm looking for consistency in:

- 1) their ability to qualify you as a lead, present Solar First professionalism, and establish themselves as a credible "non-pirate" quickly
- 2) their ability to book a next-steps meeting with you for Monday 9am
- 3) and to be very direct in how they get your commitment to meet Monday - i.e. that you are a serious buyer who respects a serious seller and designer of solar systems. This commitment is required to validate the motion of designing a system, traveling to a prospect, and presenting any system/pricing.

Rick Vaske

Great looking forward to hearing from them and you

Yes I'm included in the above.

9/14/23, 11:47 AM

Hi Rick,

I would like to set up time to run phase 1 marketing by you with Derek and Nevan.

Aiming for tomorrow afternoon.

I'm in St Pete running activation today / tomorrow but it's important we circle around the digital plans to green-light things with confidence and tweak based on your insights

9/14/23, 2:14 PM

Rick Vaske

Tomorrow at 1p will work. Thanks