

Business Development Consultant (Solar Sales Professional)



Commercial & Residential

TruNorth Solar | Roseville, MN | Flexible Schedule

Do Work That Matters, With People Who Have Your Back

Many sales jobs ask you to choose between earning well and feeling good about what you sell. At TruNorth Solar, you don't have to choose.

You'll help Minnesota families, businesses, and farms cut their energy costs and take control of their power. You'll do it as a trusted advisor, not a pushy closer. You'll also have a supportive team, the flexibility to run your own schedule, and earning potential that rewards top performers with \$200,000+ a year.

If you are a top performing sales professional who is comfortable learning new technology, then this could be the perfect job to transition you into a meaningful, inspiring, and lucrative career in the renewable energy industry.

About TruNorth Solar

TruNorth Solar has been Minnesota's most trusted solar contractor since 2009. We were born and raised here in Minnesota. We don't outsource our work; we sell, design, and install solar and battery storage for homeowners, businesses, farms, municipalities, and nonprofits. We have a complete service team to ensure our clients are well cared for. We've completed over 2,000+ solar projects across Minnesota and Wisconsin, including 300+ commercial projects..

What you sell, we will deliver on. TruNorth Solar takes care of its customers and employees. We're also the only Minnesota solar installer in the Amicus Solar Cooperative, a member-owned group of the most reputable independent solar companies in North America. Our customers give us a 5-star rating on Yelp and a 4.9-star Google rating, and they often say our salespeople are down to earth and "informative, but never pushy."

We will teach you everything you need to know about selling solar through our relational sales training methodology.

Why You'll Love Working Here

Maximum flexibility. You manage your own calendar. Schedule client meetings when they work for you and your customers, work from home when you're not in the field, and make time for the people and things that matter outside work. We care about results, not hours in a chair.

Work you can be proud of. Every system you sell lowers someone's energy bills and helps protect the environment for future generations. You'll go home knowing you helped people and told them the truth.

A team that supports you. We're a close-knit, values-driven company, not a sales mill. Our vision includes a family- and career-oriented "Live Your Life" workplace, and we mean it. Leadership is accessible and colleagues help each other.

Selling that fits your integrity. No high-pressure scripts. No residential door-knocking. You'll get the training you need to be successful.

Long-term relationships. Our "Life of System" service department supports every customer for decades. Our systems include a 30-yr warranty on the major equipment. We ensure your clients stay happy, and happy clients send referrals.

The Role

As a Business Development Consultant, you'll guide residential and commercial clients from the first conversation to a signed agreement. This is a consultative, technical sale. You'll learn each client's energy use, property, and financial goals, then recommend a system that truly fits.

What You'll Do

- Network in the community, primarily with business owners, then their employees.
- Meet with homeowners, business owners, farmers, property managers, and municipal and nonprofit decision-makers.
- Analyze utility bills and usage data, and work with our in-house design team on system sizing and proposals.
- Clearly and accurately explain solar and storage economics, including financing, federal tax credits, utility programs, and grants for businesses and agriculture.
- Manage longer commercial sales cycles with multiple stakeholders.
- Present products from industry-leading partners such as Tesla, Enphase, and Mission Solar.
- Hand off signed projects to our project management team, who handle permitting, incentives, interconnection, installation, inspections, and commissioning.
- Keep your pipeline organized and up-to-date in our CRM.

What We're Looking For

- **Prior technical sales experience is required** (solar, HVAC, roofing, energy services, electrical, construction, building products, industrial equipment, or similar).
- Ability to sell both residential and commercial projects.
- Comfort in learning technical concepts such as energy, power, system production, and utility rate structures.
- **Honesty and integrity, without exception.** Our reputation is priceless.
- Self-motivated and organized, with the discipline to thrive in a flexible environment.

- Valid driver's license and reliable transportation for travel around the Twin Cities and/or greater Minnesota.
- Solar experience is a plus, but not required.

Training & Technical Support

You won't be selling alone. We provide:

- **Comprehensive onboarding and product training** covering solar PV, battery storage, inverters, Minnesota incentives, and utility programs.
- **Direct access to our technical team**, including design engineers, master electricians, and project managers, for site evaluations, system design, and tough customer questions.
- **In-house design support** for accurate, custom proposals.
- **Ongoing education**, including support for NABCEP credentials and best practices shared across the Amicus Solar Cooperative network.
- **A full-service back office** that handles paperwork, permitting, and interconnection so you can focus on clients.

Compensation & Benefits

- **This is a performance/commission based position.**
- **Top performers earn \$200,000+ per year.**
- Flexible schedule with work-from-home options.

Our Values

Safety · Moral Fulfillment · Helping Others · Friendship · Practicality · Integrity

Ready to Love What You Do?

If you're a technical sales professional who wants meaningful work, real flexibility, and a team that has your back, we'd like to meet you.

Apply on Indeed.com or send your resume and a short note about your background to Info@TruNorthSolar.com.

TruNorth Solar is an equal opportunity employer.