Position description:

Residential Solar Sales Manager

Reporting to:
Asset Deployment & Operations Lead

Date:
November 2026

Location:
Christchurch

The role

The Residential Solar Sales Manager is responsible for helping customers understand, assess and adopt a residential solar solution, while also helping Meridian build the sales and customer processes needed to deliver residential solar successfully at scale.

This is a build-and-operate role. The role manages customers and sales opportunities while helping design, test and continuously improve the way Meridian sells residential solar. It will establish the processes, tools, customer communications and hand-offs that create a simple and seamless journey from initial enquiry through design, sale, installation, onboarding and ongoing support.

The successful candidate will bring demonstrated experience in residential solar sales and in developing successful solar selling processes, rather than only having worked within an established sales model.

Position accountabilities

Solar sales and customer engagement

- Respond to and qualify residential solar leads and enquiries.
- Understand customer needs, motivations and suitability for solar.
- Guide customers through the proposition, proposed solution, pricing, key terms and next steps.
- Proactively manage opportunities through to a clear outcome.
- Build trust through practical, accurate and easy-to-understand advice.
- Balance strong commercial outcomes with customer suitability and informed choice.

Help build the solar sales process

- Provide subject matter expertise towards the design, documentation, testing and continuous improvement of Meridian's residential solar sales process.
- Establish clear stages covering lead qualification, discovery, assessment, proposal, follow-up, decision and close.
- Develop practical sales playbooks, scripts, templates and customer communications.
- Establish effective follow-up approaches and sales disciplines.
- Use customer feedback, objections and conversion outcomes to improve the sales approach.
- Capture learning from the pilot and turn it into repeatable processes that can support increased volumes.









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Position accountabilities

Solar solution and design coordination

- Gather the information required to assess and design an appropriate solar solution.
- Coordinate required technical and design inputs.
- Explain proposed solutions, options and assumptions in clear language.
- Ensure information is sufficiently complete before the customer or job moves to the next stage.

Develop the end-to-end customer journey

- Help define what information is needed at each stage of the customer journey and when it needs to be collected.
- Work with operational teams to identify where poor or missing information creates rework, delays or a poor customer experience.
- Improve problems at source rather than relying on downstream teams to work around them.
- Help create a customer journey that feels seamless regardless of which Meridian team or delivery partner completes the work.

Installation, onboarding and follow-up

- Provide customers with proactive updates through the relevant stages of delivery.
- Coordinate information, appointments, and next steps.
- Resolve issues where appropriate and ensure others are escalated to the correct owner.
- Support post-install onboarding, including relevant account, tariff, product and documentation requirements.
- Undertake agreed post-install follow-ups and capture customer feedback.

Customer insight and continuous improvement

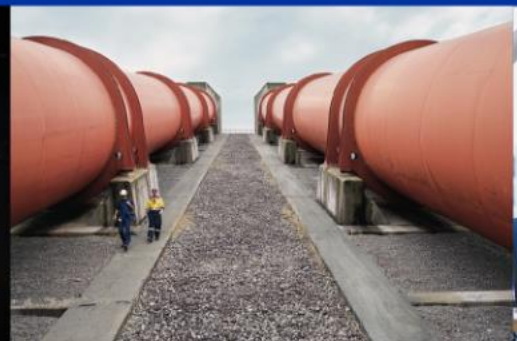
- Capture recurring customer questions, objections, issues and pain points.
- Identify where customers are dropping out or becoming frustrated.
- Feed frontline learning into the ongoing development of Meridian's solar proposition.
- Help translate pilot learning into a scalable residential solar operating model.

Knowledge, experience and skills

- Demonstrated experience successfully selling residential solar.
- Demonstrated experience developing, structuring or materially improving a residential solar sales process.
- Strong understanding of the residential solar customer journey, from initial lead through proposal, sale and delivery.
- Experience with lead qualification, customer discovery, solution presentation, follow-up and sales conversion.
- Ability to explain technical and commercial information simply and confidently.
- Strong customer engagement and relationship-management skills.
- Strong organisation and follow-through across multiple customers and opportunities.
- Experience working with CRM, quoting or workflow systems.
- Ability to work effectively in an environment where processes are still being developed.
- Experience developing sales playbooks, scripts, CRM stages, customer communications and hand-off processes.
- Experience working across residential solar sales, design and delivery.
- Knowledge of the New Zealand electricity or residential energy market.
- Customer-first and commercially minded.
- Builds trust through clear, honest communication.
- Takes ownership of the customer journey rather than passing problems between teams.
- Builds better processes rather than repeatedly working around poor ones.
- Comfortable testing an approach, learning and changing it.
- Works collaboratively across sales, operational and technical teams.
- Comfortable bringing structure to something that is still evolving.









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