



Solar Sales Guide

An easy and effective system for selling Enphase to homeowners. Confidently find new customers, master critical sales skills, and grow your business.



Part 1: Solar Sales Overview

1 Qualify the Lead

- Are you speaking to the buyer/decision maker?
 - Is the property in your service area?
 - Payment – cash, CC, or finance?
 - Purchase timeline?
 - Identify roof, meter-board and system size details.
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2 Priorities

- Why has the buyer decided to get solar now?
 - Is the power bill the main reason, or?
 - What is the expected return on investment?
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3 Size the system

- Lock in a system size that will achieve the buyer's goals.
 - Most consumers have an idea of the size they need.
 - Get buyer's agreement on size.
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4 Use alternate close

- Present 2 or 3 system types.
 - Explain the features and benefits of each choice and how it will perform at achieving the buyer's short- and long-term goals.
 - Ask for the buyer's choice.
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5 Ask for the job!

Suggest two installation dates. If one is accepted the buyer has agreed to purchase, get the paperwork done. If the buyer can't commit to a date, simply ask them for the work. Never leave without asking for the job at least twice. If you do, always schedule a follow up.

1 Customer?

- Is the enquirer the purchaser and decision maker?
 - Are there two decision makers? If yes, can both attend the quote?
 - Is it a direct enquiry or on behalf of a friend, relative or associate?
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2 Location and details

- What is the buyer's address? Is it in your service area? Are you familiar with the area?
 - Is placement on roof of the home, shed, garage or a ground mount?
 - Low-set or multi-level home? Tin or tile roof? Single or 3 phase supply? Smart or analogue meter? Does the buyer know what system size they want?
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3 Motivation

- Why does the buyer want solar? Has there been a change in power use patterns, in family composition, or in work patterns? Has the property just been purchased?
 - Has the buyer had solar before? Is reducing their power bill the main reason?
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4 Can they pay?

- Is the buyer working or a beneficiary? Employed full-time or retired? Cash, CC or Finance?
 - Ask *"For your quote, will this be a cash purchase or would you prefer finance?"*
 - Also *"If you like my quote, how much deposit are you able to put down?"*
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5 When?

- When does the buyer want the system, now, short-term, medium-term or long-term?
- Say, *"We have installation dates available next week, would that be too soon for you?"*
- If the response is yes then ask, *"When would you be ready?"*

Part 3: **Sell Yourself**



30-second power pitch

Prepare a 30-second quick pitch for any situation when you need to quickly convey the value of what you do – phone calls, passing conversations, lead qualification, when quoting, etc.



Tradie trust

In Australia, tradespeople are the 11th most trusted profession behind doctors, nurses, schoolteachers and the police. Salespeople are almost last at 30th, just ahead of politicians. People trust you, use this consumer confidence to win the business.



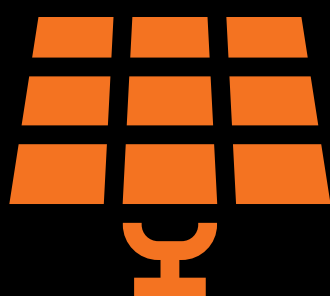
Show you care

Buyers don't care how much you know until you show them how much you care. You aren't selling a solar system, you're helping to meet a need or solve a problem.



Show your skills

Talk to the buyer about how long you've been in solar and explain what your experience means for their solar purchase. Carry hardcopies of your: electrician licence, solar installers certification, warranties (not the manufacturers), customer service guarantee, public liability insurance. Show them to the customer.



Show your experience

Inform the buyer about how many systems you have installed. Provide examples similar to their situation. Let the customer know if you have done work nearby or for any schools, doctor surgeries, or government agencies. If you only do residential work, tell the buyer that you specialise in residential. If you have testimonials, show them.

Part 4: Enphase Microinverter Selling Points



Get more power and safety for your home

With Enphase solar, you're in control, and that's a powerful thing. You can save money. You can manage your own energy. You can be energy independent. But none of that matters if it's not safe. That's why Enphase is built from the ground up with safety in mind.



Safe

Traditional rooftop solar systems generate high-voltage DC that can spark a fire if something goes wrong between your panels and the central inverter. With the Enphase IQ™ microinverter system, there is no dangerous high-voltage DC running across your roof, only the same standard AC that powers your appliances. Enphase microinverters are commonly chosen for daycare centres and schools, since they meet even the strictest government safety requirements.



Smart

A single app for everything. The Enphase Enlighten app (iOS and Android) gives you a real-time view of your energy production and consumption at a panel level. So, you can make in-formed choices about how best to use the energy your home generates.



Tough

Australia's weather is no joke, especially in remote locations. With more than 1,000,000 hours of extreme environmental testing and an industry-leading commitment of less than 500 defects per million units manufactured, Enphase microinverters are at least 100 times more dependable than a smartphone. Choose a solar system that is built to last and thrive in the harshest of environments.

Mean Time to Failure (MTF) | Warranty:

- String inverters = 5-10 years | 5 years
- Enphase Microinverter = 300+ years | 10 years standard, up to 25 years
- MTF is the length of time a device or other product is expected to last in operation, and is a way to evaluate the reliability of appliances and technology

Part 4: **Enphase Microinverter** **Selling Points**



Best Value

Value does not mean the lowest price. Lowest price means the cheapest and lowest quality. Real value is a combination of performance, quality, reliability, longevity and connectivity. Enphase delivers long-term value with a safe, high performing system that can last up to 25-years. The satisfaction of owning a quality product far outlasts the temporary discomfort of a higher price.

In a CHOICE member survey on solar PV systems only 3% of Enphase inverter owners reported problems. This is significantly lower than owners of the leading traditional inverter manufacturers, one out of five (19%) of which reported issues with their systems.



Enphase Microinverters are commonly chosen for daycare centres and schools, since they meet even the strictest government safety requirements.



For Rural Fire Services Queensland (RFS), Enphase microinverters were the only choice:

“RFS looked around for a reliable safe and highly productive solar system to meet our needs of reducing cost while doing our bit for the environment. The Enphase system has achieved this result and we are already seeing excellent benefits from the systems with brigades producing more power than we are using. The use of microinverters with each panel has ensured we will have a long-lasting low maintenance system which has the highest safety standards.”

**Tim Chittenden, acting Superintendent and
Regional Manager of Rural Fire Services, Queensland**

1 **“Does that make sense?”**

This is a tie down and confirmation that the customer is listening, understanding and agreeing with you. Use this phrase often.

2 **How important is safety to you?**

Is having a system that won't expose you or your family to the risks of fire or electric shock something that is critical to you?

3 **Are you looking for a system that will perform reliably?**

Or are you happy to keep an eye on the system and arrange maintenance and equipment replacement throughout the life of the system?

4 **Is the amount of electricity generated by the system important to you?**

Would a system that generates more electricity over a month or year be more attractive than a system that doesn't perform as well?

5 **Is that fair?**

This is a great final closing line, when you have sold yourself and the system, negotiated price and are now presenting your best price. Say *“I will do everything we have discussed not for X\$, but for Y\$, that is my very best price, and that's fully installed, with no hidden costs. Is that fair?”*

Use tie downs

Throughout your interactions with the customer ask, *“Does that make sense?”*

This is a tie-down and checks that the decision maker understands what you are saying and is in agreement.

Alternate close

Always offer 2 or 3 options. Never offer a yes or no choice. Present the options and ask, *“Which do you prefer?”* or *“Which system do you think will best suit you?”* Do not speak until they answer.

Test close

Say, *“At this stage we have next Thursday free to do the install. Does that suit you or would the following week be better?”* Agreement on any date is a yes for you to do the job. Sign the deal.

Feel, Felt, Found

Use these 3 words to respond to objections. Say, *“I understand how you feel, many of our happiest customers once felt exactly the same way, but what they found once they went ahead with us was...”*

Is that fair?

When you have sold yourself, sized the system, assisted with quality selection, and have agreement that the system will meet the customer’s needs, but price is remains a sticking point – present your very best price and ask, *“Is that fair?”*

Part 7: **Three System Types**



Discount systems

Conventional string systems using Chinese inverters and poly panels. Cheap but not cheerful, very poor record of reliability and customer service, including lengthy warranty claim experiences.



Standard systems

Simply conventional string systems that use European instead of Chinese DC string inverters. Marginally better reliability and longevity compared to discount systems, but still have the same inherent weaknesses such as a single point of failure and the danger of high-voltage DC.



Enphase – safe, smart, tough

With the Enphase IQ™ microinverter system, there is no dangerous high-voltage DC running across your roof, only the same standard AC that powers your appliances. Additionally, Enphase is obsessive about quality and stands by its products with the industry's strongest warranties. You can't get a Mercedes for the price of a Great Wall.

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Traditional DC inverter systems

Traditional DC systems can generate up to 1,000 volts of dangerous high-voltage DC, which must run from your panels through your ceiling to the central inverter located on the side of your home. Even the smallest equipment failure, such as a damaged cable or a loose electrical connection, can cause a DC arc fault creating a serious fire risk.

Key points:

- Old, legacy technology from the 1960s
- Electro-mechanical rather than a solid-state digital device
- High-voltage 600-1000 volts
- Potential DC arc and fire hazard
- Prone to single point system failure
- Typically designed to last 5-10 years
- Runs at a high temperature
- Poor performance with shade, dust, debris, organics, multi-faceted or small roofs and fault diagnosis

AC Microinverter

Unlike traditional DC solar power inverters, the Enphase IQ microinverter system provides a complete AC solution that uses no high-voltage DC, ensuring a safe solar solution for your home. Other advantages of microinverter technology include more flexibility in system design, panel-level monitoring, and increased power production.

Key points:

- Pioneering digital technology
- Panel-level independence equals maximum output and ROI
- Runs AC at a maximum of just 48 volts
- Eliminates DC arc faults or fire threats
- No single point of failure
- Superior performance with shade, dust, debris, organics, multi-faceted, small roofs, and in direct sunlight
- Weatherproof and IP67 rated, with more than one million hours of extreme environmental testing
- One of the longest warranties on the market – 10 years standard, can be extended to 15, 20 or 25 years
- Built-in rapid shutdown
- Market-leading system monitoring app

Part 9: **Winning the Work Summary**

1 Use the system

- Qualify the lead
 - Identify motivation
 - Size the system
 - Use alternate close, 2 or 3 system types
 - Ask for the job
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2 Qualify

- Buyer or proxy?
 - Location, details and motivation?
 - Can they pay? How?
 - When?
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3 Alt close

- 2 or 3 systems?
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4 Close

- Use tie downs
 - Alternate close
 - Test close
 - Feel, Felt, Found
 - Is that fair?
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5 Selling Points

- The world's best
- Safe, Smart, Tough
- Best value

Sell more, install more, make more

[Enphase.com/au](https://enphase.com/au)

