

Win the job with Enphase

Sales Playbook: Selling system upgrades

The sales playbook series provides targeted and easy to execute sales messaging focused on where Enphase has the strongest value proposition in the Australian market. Leverage the unique capabilities of Enphase microinverters for these specific opportunities to unlock more market share, increase close rates, and make more money.



Who is the customer?

System upgrade customers fall into two categories:

1. Passive homeowners
 - With an old, smaller capacity string or microinverter system.
 - Unaware of system upgrade potential and benefits.
2. Proactive homeowners
 - Actively seeking to upgrade system capacity as prices have come down since initial investment.
 - Wanting to generate more energy for a battery.
 - Requiring system repair or maintenance.

Opportunity note: Large underserved market.

Opportunity note: Small growing market.



Why Enphase is superior for system upgrades

Maximum flexibility with minimum risk

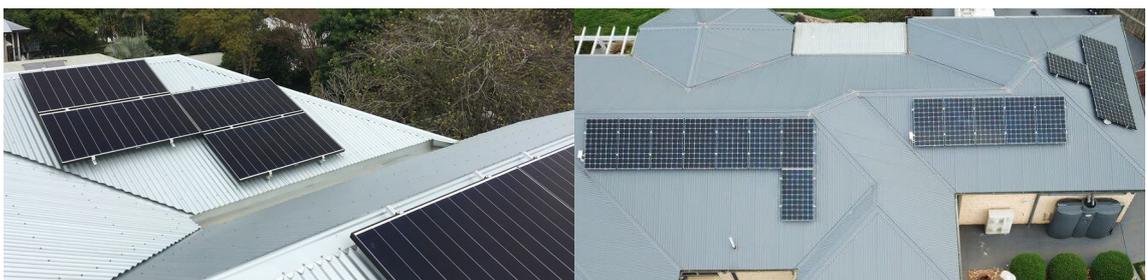
- No need to touch your current system, avoid roof damage and other costly surprises.
- Unmatched design freedom means you can easily work around your current panels and take full advantage of your available roof space. It pays to max out your production.
- One microinverter per solar panel ensures you get peak performance in all conditions, including on partially shaded roofs.

More control unlocks greater savings

- Gain real-time production and consumption monitoring for both your new and old systems. More control means more money in your pocket, plus keep tabs on the health of your old system.
- Consumption monitoring helps you track how much power you are using, so you can match energy-intensive activities with peak solar production.
- Expand your solar with the highest quality technology available in the market at a competitive price even when compared to conventional systems.



System upgrade examples



Enphase microinverters eliminate the usual pitfalls and make it both cost-effective and straightforward to add more panels to your current solar system.



Dealing with common objections

Q. I already have solar, and I'm saving money, why should I spend more?

1. The reality is that the cost of energy will continue to rise, and, as it does, your current system will become less effective at saving you money. For the same reasons as your initial solar purchase, expanding your system with Enphase is a savvy and safe investment.
2. Beyond saving more on your energy bills out of the box, the addition of energy consumption monitoring can supercharge your savings. By better understanding how you're consuming energy, you can match your peak consumption, such as the dishwasher and laundry dryer, with your peak solar production.
3. Working from home due to COVID-19 inevitably means that you are using more electricity. Many things in the current landscape are out of our control, but you can take control of your energy usage and bills.

Q. Why don't I just replace the whole system?

1. If your current system is working, why rip it out and risk unnecessary and costly surprises such as roof damage and leakage from undoing the roof penetrations for your existing panels?
2. Throwing away a working system means it most likely goes into landfill; it is avoidable waste.
3. Adding capacity to your existing working system using Enphase is a cost-effective and risk-free way to maximise your solar returns. Why wouldn't you want to supercharge for your current system?



Putting it all together: the close for system upgrades

1. You are in such a privileged position. You can avoid the risk of removing your current system and still unlock your home's full solar potential for maximum savings.
2. Enphase provides unparalleled design freedom, which means you can leverage all your remaining roof space to max out your solar production and insulate yourself from ever-increasing energy bills.
3. Here is the kicker. The addition of consumption monitoring is a gamechanger. Tracking your energy usage and matching heavy loads, such as your laundry dryer and dishwasher, with peak solar production, means even more money in your pocket.
4. Plus, you get the most advanced solar technology at a great price, with the added benefit of industry-



Additional sales and marketing resources

For the full Enphase Sales Playbook Series and a range of other marketing and sales resources, visit go.enphase.com/winthejob

We are here to help

Whatever your need, from technical or service assistance to sales and marketing strategy, Team Enphase is here to help where we can. Speak with your Regional Sales Manager to be connected with the rest of the Team.

Alternatively, feel free to reach out to marketing_au@enphaseenergy.com

New to Enphase? Learn more at enphase.com/au