



Win the job with Enphase

Generate new demand, create
and capture new markets.



 ENPHASE.

IQ7+

IQ 7+ Grid Support Interactive Inverter
For Enphase patent information, refer to:
<http://enphase.com/company/patents/>
Power Factor Range: 0.7 - 1.0
Output Voltage Range: 16 - 48V

This device complies with FCC Part 15, Subpart B, Class B digital device limits. Operation is subject to the following conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference that may be received, including interference from authorized radio communication devices.
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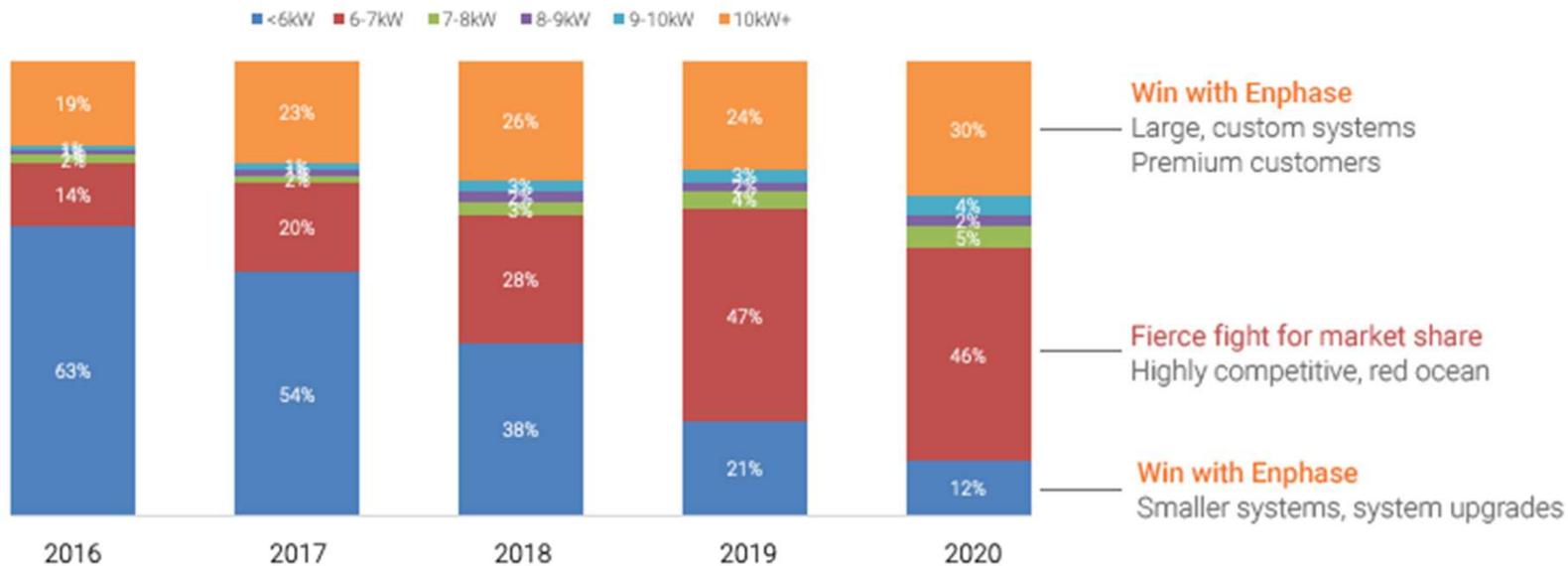
The sales playbook series provides **targeted and easy to execute sales messaging** focused on where Enphase has **the strongest value proposition** in the Australian market.

Leverage the **unique capabilities** of Enphase microinverters for these specific opportunities to **unlock more market share, increase close rates, and make more money.**

There is one-size-fits-all solar, and then there is Enphase.

Leverage the unique capabilities of Enphase microinverters where the technology has the strongest value proposition.

CHANGING MIX OF SOLAR SYSTEM SIZES



Reliability is key.

Differentiate your solar business

Focus on the value wedge, where your business can stand out from the cluttered, repetitive messaging of the competition.



The Enphase advantage

Defect rate is just 0.05%, that is 100x more dependable than a smartphone.

No fans. No moving parts. No high-voltage DC. Solid state solar.

IP67 certified, the highest rated inverter on the market, validates the ability to withstand extreme outdoor conditions. Can literally operate underwater.

Commonly chosen for daycare and schools, public spaces, and fire stations. Meet even the strictest government safety requirements.

Custom systems
Premium systems
Smaller systems
System upgrades
Resources

Who is the customer?

There are several typical custom system customers:

1. Homeowners or businesses wanting to distribute solar across multiple dwellings.
2. Premium customers with multi-faceted roofs or obstructions.
3. Commercial projects with complex roofing and/or strict safety requirements.



Why Enphase is superior for custom systems

Maximum flexibility and power

- Unmatched design freedom. Don't let old fashioned technology dictate your roof layout or potential.
- Easily install panels across multiple roof areas and orientations, with no string sizing requirements. Don't compromise, take full advantage of all your roof space.
- One microinverter per solar panel ensures you get peak performance in all conditions, including on partially shaded roofs.



The new standard in solar

- Fifteen years of solar innovation gives you the latest advances in solar technology, designed in California. Get tomorrow's solar today.
- Get a real-time panel-level production view of your system on your phone. Complete the monitoring picture with your energy consumption data so you can match peak energy loads with peak solar output.
- Enphase microinverters are built from the ground up with safety in mind. You cannot put a price on safety for your home or business.

Custom system examples

Enphase microinverters provide maximum design freedom, enabling solar to be installed across multiple roof areas and orientations, with no string sizing requirements and an all-AC design.



Dealing with common objections

Q. I don't want to spend any extra money, why do I need microinverters?

1. For your custom requirements, Enphase microinverters are the only way to maximise roof utility and solar production.
2. Why have your system layout based around your inverter's limitations?

Q. What about DC optimisers?

It is challenging to use optimisers for a complex project as they do not provide the same level of versatility as Enphase microinverters. Optimisers are restricted by the need to meet minimum sunlight requirements for the inverter to turn on.

For example, you cannot connect four modules facing west and four modules facing east together. You can easily do this with Enphase.



Putting it all together: the close for custom systems

1. Unlock your full solar potential with Enphase. Complex systems require the smartest technology.
2. Enphase microinverters make it easy to install panels across multiple roof areas and orientations, with no string sizing requirements, and an all-AC design.
3. Full roof utilisation means supercharged solar production and a quicker return on your investment.
4. Any other inverter solution will require compromise – on panel layout, system output, safety, and panel-level monitoring and optimisation.
5. With industry-leading quality, performance, and product warranty, you simply cannot make a more savvy or secure solar investment.



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Who is the customer?

There are several typical premium system customers:

1. Homeowners looking to buy only the best, they view premium as unsurpassed quality and service.
2. Homeowners wanting to go big to max out their solar production and savings.
3. Technically savvy homeowners who value investment security and want the latest technology.
4. Homeowners seeking bragging rights, one-uppers use premium as evidence of success.



Why Enphase is superior for premium systems

The new standard in solar

- Fifteen years of solar innovation gives you the latest advances in solar technology, designed in California. Get tomorrow's solar today.
- Get a real-time panel-level production view of your system on your phone. Complete the monitoring picture with your energy consumption data so you can match peak energy loads with peak solar output.
- Enphase microinverters are built from the ground up with safety in mind. You cannot put a price on safety for your home and family.

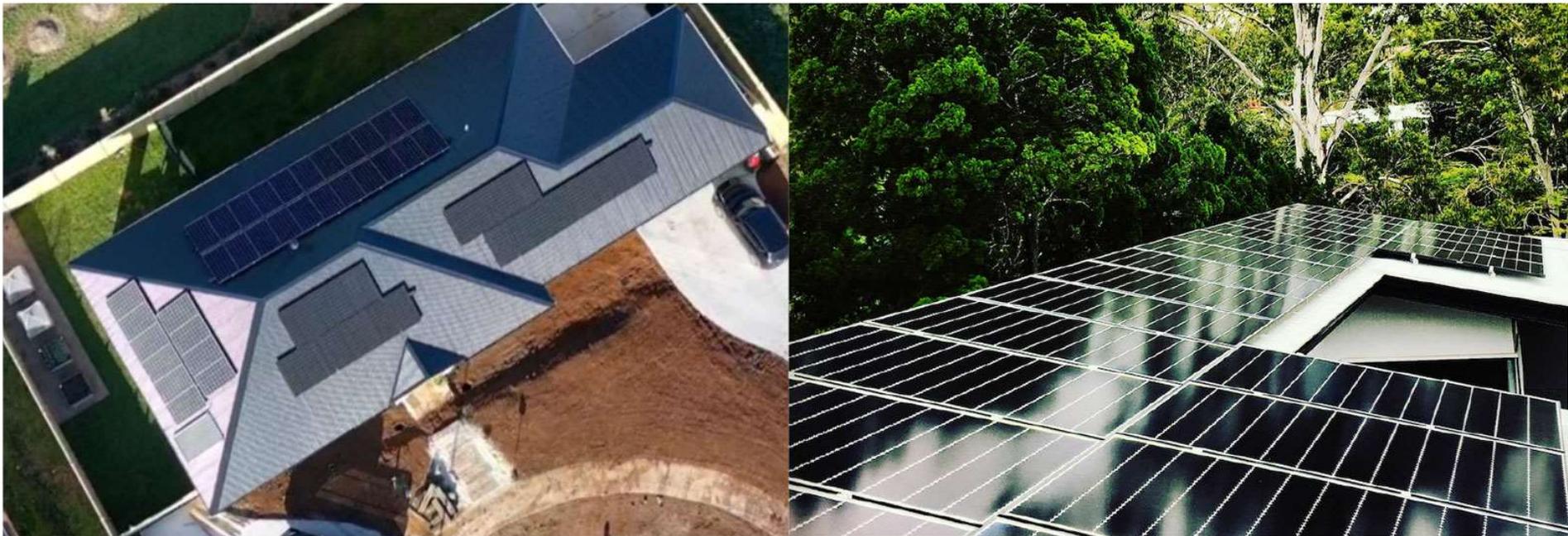


Maximum control, flexibility, and power

- Unmatched design freedom. Don't let old fashioned technology dictate your roof layout.
- Get maximum output from complex roofs, partial shading, and custom designs. Go big with Enphase for the best possible solar returns.
- One microinverter per solar panel ensures you get peak performance in all conditions, with no single point of failure.

Premium system examples

Enphase microinverters set the bar for rooftop solar technology globally, enabling unparalleled design freedom combined with the highest levels of performance, safety, and reliability.



Dealing with common objections

Q. What about DC optimisers?

1. Optimisers do not provide the same level of versatility as microinverters. They are restricted by the need to meet minimum sunlight requirements for the inverter to turn on. For example, you cannot connect four modules facing west and four modules facing east together. You can easily do this with Enphase.
2. Optimisers are not as safe or reliable as microinverters. To operate, optimisers require 380 volts of DC to run across your roof, and if the inverter fails, your entire system stops working. With microinverters, no dangerous high-voltage DC runs across your roof, and there is no single point of failure.
3. Optimisers are simply a bolt-on to a conventional inverter and do not represent the latest advancements in solar technology.



Putting it all together: the close for premium systems

1. You will almost certainly only go solar once, do it right the first time with Enphase.
2. With a conventional system, you're getting basic monitoring with a basic system. Enphase gives you a complete picture, at a panel-level, including your energy consumption data. Take control of your energy and get the most from your solar investment.
3. Enphase microinverters provide unequalled design freedom. Maintain the aesthetic integrity of your home and max out your solar production.
4. Plus, with Enphase, there is no dangerous high-voltage DC running across your roof, only the same standard AC that powers your appliances.
5. Add industry-leading quality, performance, and product warranty to the mix, and it really is a no-brainer. Choosing anything less than Enphase for your home is like purchasing a brand new cassette player in 2020, why would you make that compromise?



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Who is the customer?

There are several typical smaller system customers:

1. Homeowners with limited roof space.
2. Homeowners wanting to start small and add capacity over time.
3. Homeowners with existing micro or string-based systems wanting to upgrade.
4. Social housing projects, with limited electrical loads.
5. Commercial projects requiring multiple small systems.



Why Enphase is superior for smaller systems

Maximum flexibility and power

- Unmatched design freedom. Don't let old fashioned technology dictate your roof layout.
- Take full advantage of your limited roof space. It pays to max out your production.
- The only choice for complex roofs, shading, and real-time panel-level monitoring and optimisation.

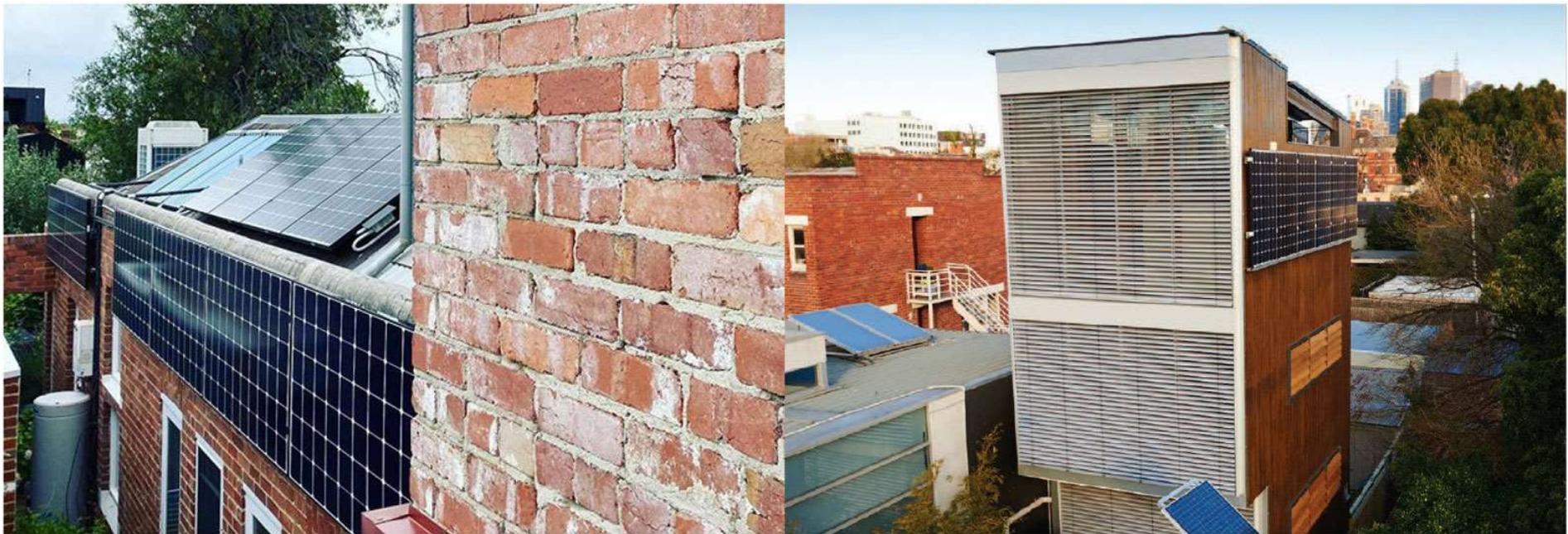
Best value and lower energy bills

- Get the highest quality system for only a small premium over conventional systems of similar sizes.
- Generating the most energy possible means quicker ROI and maximum savings.
- You cannot put a price on safety for your home and family.



Smaller system examples

Enphase microinverters provide unparalleled design freedom, enabling solar to be installed on roofs and in configurations simply not possible with traditional inverter solutions.



Dealing with common objections

Q. I don't want to spend the extra money, why do I need microinverters?

What is it you feel you don't need: the extra production, the safety, the best possible savings on your energy bill?

Q. What about DC optimisers?

1. Optimisers do not provide the same level of small system versatility as Enphase microinverters as they are restricted by the need to meet minimum sunlight requirements for the inverter to turn on. For example, you cannot connect four modules facing west and four modules facing east together. You can easily do this with Enphase.
2. DC optimisers are not as safe or reliable as microinverters. To operate, optimisers require 380 volts of DC to run across your roof, and if the string inverter fails, your entire system stops working. With Enphase microinverters, no dangerous high-voltage DC is running across your roof, and there is no single point of failure.



Putting it all together: the close for smaller systems

1. If you only had conventional inverters to choose from, we would recommend that you think again
2. about getting solar for your roof. They're just not fit for purpose.
3. The good news is that you don't have to make that choice today.
4. Enphase microinverters provide unparalleled design flexibility, which means you can get a solution that makes the most of all your available roof space. Full roof utilisation means supercharged solar production and a quicker return on your investment.
5. Plus, you get all this for a comparable price to a conventional system, with the added benefit of industry-leading safety, reliability, and performance.



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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.

Opportunity note:
Large underserved market.

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:
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-leading safety, reliability, and performance.



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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





Safe, smart, tough.

Designed in California.

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