

PRODUCTS AND SERVICES



GET SMART
GET SOLAHART

TARGETING AND SERVICING THE MARKET

Most products and services offered by small businesses are generic. You may think that the Solahart product range is unique, but your target market does not necessarily know this yet. It is mostly up to you, with the corporate support of Solahart, to develop that perception.

The way you do this depends on your understanding of your market and the constraints you may place on your marketing approach.

*The marketing of any product is much like growing plants.
There will be no plants without the seeds, but they will
always take a while to germinate and grow
before the harvest.*

As part of your marketing strategy, you have to consider product range, competition, customer habits, time and money. But you should be aware that changing a consumer's buying habits (their perception) may require some work.

Your competitive advantage comes (or will come) from two things:

- Knowing your product and services better than your competition knows theirs
- Understanding and communicating the benefits of your product and services from your customer's point of view

But what's so special about you?

One solar water heater system is pretty much like any other, isn't it?

Why should anyone buy a solar water heater or solar power system anyway?

Why should anyone buy a Solahart?

***Competitive Advantage:

✓ Know your products and services

✓ Know how to communicate the benefits of your product and services

What do your customers think about you and your service?

The traditional view of after-sales service was that it was something you promised in order to sell the product. Naturally, people are resentful about the actual lack of after-sales service.

How many people are fooled by the “24-hour service” claim? Of course, very few companies do service work at night, but the claim is frequently made.

There is no doubt that successful businesses take after-sales service very seriously, and you should too. It costs far less to keep existing customers happy than to win (buy) back the ones you may have offended. Considering that water heaters are likely to break down at the most inconvenient of times and often on weekends; what could you do to realistically respond to this problem?

Service is intangible

Your after-sales service is an article of trust for your customers. They have no idea what you will do when they need you. This is a way of standing out from the crowd and another reason to buy Solahart.

Don't forget to use customer testimonials to back up what you are offering in terms of after-sales service.

THE BENEFITS OF SOLAHART

People buy on benefits, and they buy solutions to problems. Purchasing a solar water heater potentially satisfies many different needs and wants. The ownership of a solar water system will almost always be seen as a way of reducing power bills and as a contribution to reducing greenhouse gas emissions. In some parts of the developing and industrialising world, a solar system is a status symbol for the affluent.

What is Solahart's Unique Selling Proposition (USP)? To put this question in another way, from your potential customer's point of view, **what do you do that is different from your competitors?**

There is one important way to find out. Listen to your customers. What is it that they think sets Solahart apart from the rest? What do you think it is? Do the opinions coincide?

Is it:

- Price?
- Quality?
- Performance?
- Convenience?
- Style?
- Professionalism?

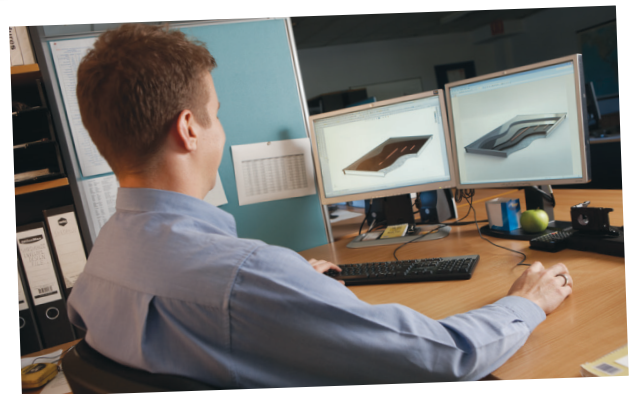
We have put together eight main reasons to explain the Solahart Difference.

Solahart USPs - 8 Reasons to Insist On Solahart

1. An unrivalled commitment to quality

For over 65 years, we have been setting the standard for solar systems in Australia. Our systems are designed for the harshest Australian conditions. Quality is ingrained in everything we do, and our obsession with solar technologies is well documented.

- Solahart meets Internationally recognised Australian, European and US Product Standards.



- Our renewable water heaters have established an unparalleled reputation for quality and efficiency.
- Our core range consists of roof-mounted solar hot water systems, slimline split-systems - where the tank is located on the ground, and our Solahart Atmos Heat Pump.
- Our solar collectors are consistent with Solahart's quality and performance requirements, using a variety of absorber materials and risers to maximise efficiency and performance.

2. Rigorous Testing:

Before it's included in our range, each component of our solar hot water systems is rigorously tested to ensure minimal energy losses, maximum energy yields, strength and longevity.

- We conduct inwards goods inspections on products received into our warehouses to ensure the quality is consistent with Solahart's specifications.
- No matter which Solahart system you select, you can be sure of worry-free, trouble-free energy for years to come.



3. Greater Performance for Greater Savings:

Because of their high efficiency and performance, Solahart systems deliver amazing savings.

- Replacing a conventional gas or electric water heater with a Solahart could substantially reduce your hot water energy use.

4. Australia's Free Energy Experts:

Choosing the right solar system isn't easy. While price will always be a consideration, it's crucial your customers also receive the right up-front advice, a problem-free installation and comprehensive after-sales-service. Which is where we come in!

- Solahart Solar Water Heaters are only available through authorised Solahart dealers, all trained and qualified to ensure your customers get the best solar solution for their situation.
- Solahart dealers will come to the customer's home, discuss and understand their needs, assess the site conditions and arrive at the best solar solution for them.
- Solahart installers have been trained to conduct the installation in accordance with Solahart's exacting standards.

5. Increase the value of your home:

There are many studies around that indicate adding solar increases the value of your home.

Whilst this may not be quantifiable as such, you could expect that any significant energy saving initiative (such as adding solar) will make a home more attractive than one without.

Adding a quality Solahart system to your roof should only enhance this notion.

6. Trusted Solahart Warranties:

If your prospects are looking for trusted warranties, they've come to the right place.

- We are not just after the quick sale as we are concerned about our brand reputation, which has been built from being a part of the solar industry since 1953.
- A Solahart Warranty provides you with peace of mind that if you ever have a problem with your Solahart system you are only ever one phone call away from getting the issue resolved.
- We'll repair or replace components subject to the terms of your warranty.
- In addition, we'll happily provide preventative maintenance and advice on the operation of your system.



7. Reduce your Carbon Footprint:

By switching to an energy source that's clean and green, like solar, you'll reduce your carbon emissions and lead a more sustainable lifestyle.

- Switch to a Solahart Solar Water Heater, and you could free the planet of up to 1.6 to 2.6 tonnes of carbon every year which is the equivalent to taking a 4 cylinder car off the road.
- Reduce the demand on coal and gas fired power stations thus reducing greenhouse gasses
- Reduction of air pollution from power stations
- Solar energy is eco-friendly – i.e. has a favourable impact on the environment.

BENEFITS OF A SOLAHART SOLAR WATER HEATER

Solar water heaters should be treated like any other consumer product. But, for your territory, you should clearly identify and understand the reasons why people will buy them. What are the benefits then? Hot water certainly, but also the sense of satisfaction that comes from very few other products - the knowledge that they are:

- Reducing their carbon footprint by saving up to 1.6 to 2.6 tonnes of CO₂ emissions every year (the equivalent of taking a 4 cylinder car off the road)
- Saving up to 65% of their hot water energy use and future-proofing against rising energy costs
- Achieving some level of independence from conventional energy suppliers
- Distinguishing themselves within their community
- Purchasing a durable product that will give them many years of reliable, trouble-free service

Often much importance is placed on the question of the “economic payback period”. But is this really the best way to market solar water heaters?

FEATURES, ADVANTAGES AND BENEFITS

One of the worst mistakes salespeople make, even highly experienced ones, is “feature dumping.” Here, the sales professional drones on and on about the features of the product or service, without really knowing what the buyer really wants. Or maybe the sales professional does know but is unable to customise his or her presentation accordingly.

Feature dumping causes the sales process to get off track because the sales professional is failing to answer the buyer's most fundamental question: "What's in it for me?"

To avoid feature dumping, you must master the following selling skills:

- Ask questions to identify the buyer's needs
- Carefully listen to the answers
- Communicate a solution that ties back to the buyer's needs

We have previously discussed the critical importance of asking questions to identify buyer needs and carefully listening. Let's now focus on the essential selling skill of using F-A-B Statements when communicating your solution to the buyer.

What the Buyer Wants

Assuming that up to this point in the sales call you have helped the buyer identify their needs by asking questions, it is only natural that the buyer wishes to gain knowledge or an understanding of what it is you can offer to satisfy these needs. In other words, by first helping the buyer focus on their problem, the buyer now wants information on how this problem can be solved.

Feature dumping frequently occurs because the sales professional has talked about the product or service before truly understanding what the buyer wants. Feature dumping can also occur when the sales professional does a poor job relating a feature to the buyer's needs.

To better explain this point, let's consider Features, Advantages, and Benefits.

Most sales professionals know what Advantages and Benefits are, but many have difficulty using them effectively on a sales call. How you tie Features, Advantages, and Benefits together is critical to effectively communicate to your buyer how your solution addresses their needs.

Features Need Help

A Feature is an integral characteristic of the product/service or solution you offer, but without help, Features alone generally will not advance the sale.

Consider a presentation that is all Features. The presentation is not very compelling and may bore the buyer. Furthermore, Features don't explain how your solution will solve the buyer's specific problem. You are also leaving it up to the buyer to draw their own conclusions regarding how these features will benefit them. Some may come up with the right answers, while others won't bother.

Example:

Feature
Thermosiphon technology
Gas or electric booster
Closed-circuit system
Solahart Warranty
High-efficiency collectors

So how do we help Features? **Connect an Advantage to the Feature.**

Advantages are Too Generic

Advantages explain how Features work or what they do. They are generic, not buyer-specific. So Advantages remain the same irrespective of a buyer's specific priorities.

What about a presentation that consists of only Features and Advantages? While better than just using Features, you still risk boring the buyer since while you have described in "generic" terms good things about your product/service, you have not made it specific to the buyer.

Advantages may also risk alienating buyers by highlighting features they don't think they need and potentially raising the cost of the solution without adding any value.

Feature	Advantage
Thermosiphon technology	No moving parts or mechanical pump
Gas or electric booster	Hot water regardless of the weather
Closed-circuit system	Suitable for frost-prone areas
Solahart Warranty	For peace of mind
High-efficiency collectors	Can save up to XX% of water heating energy consumption

Benefits Sell

Benefits describe how Features and Advantages can relate to a buyer's priorities.

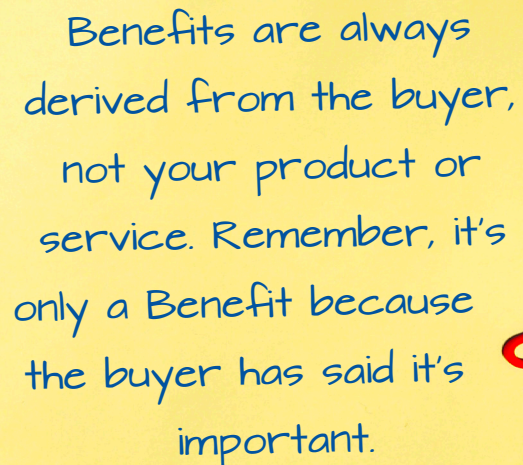
Any purchase depends on the buyer's vision of a solution, so it's critical when asking questions, that you uncover details about the buyer's idea of a solution to meet their needs.

These details provide you with direction about what Features and Advantages to present and the Benefit the buyer will gain.

*What makes a sales presentation compelling to the buyer?
A presentation that clearly explains the "benefits" of your solution. Everyone knows that Benefits increase a buyer's motivation to buy because they help paint a picture of what will be gained if the buyer purchases your solution.*

Some common benefits include:

- Saving time
- Improving productivity
- Reducing costs
- Enhancing image



Benefits are always derived from the buyer, not your product or service. Remember, it's only a Benefit because the buyer has said it's important.

So why not have a presentation that only consists of Benefits?

Because the buyer will perceive sales presentations that are only about Benefits as being unbelievable or too good to be true, it may attract the buyer's attention and have some emotional appeal, but it will ultimately lack substance. The buyer is being asked to accept the Benefits on face value since nothing is explaining "how".

The "how" comes from **connecting the Benefits to Features and Advantages**.

Tying it All Together: F-A-B Statements

To see how Features, Advantages, and Benefits together create a compelling, targeted message for the buyer, consider the following statements:

Statement #1: "We only use solar collectors that are consistent with Solahart's quality and performance requirements."

Statement #2: "We only use solar collectors that are consistent with Solahart's quality and performance requirements, which means it's a quality tested and proven product that will stand up to the harshest Australian conditions."

Statement #3: "We only use solar collectors that are consistent with Solahart's quality and performance requirements, which means it's a quality tested and proven product that will stand up to the harshest Australian conditions, to provide you with years of trouble-free, worry-free energy."

So which statement has more impact?

The first statement is the least effective as it simply states the Feature - The solar collector.

The second statement adds the Advantage – "it's quality tested and proven product that will stand up to the harshest Australian conditions." While that's an improvement, enduring cyclones might not be important to this specific buyer.

The third statement, an F-A-B Statement, is best because it consists of the Feature, Advantage, and Benefit. Hence, it clearly communicates to the buyer why the specific Feature is important to them – i.e., "**What's in it for me?**"

Using F-A-B statements is a critical sales skill to master since these statements focus your sales conversation on what's important to the buyer. We will cover this further in the Sales process part of The Solahart Way.

The Solahart product is more than a tangible asset, whether it's fixed to the roof or to the wall of a home. It is a set of benefits that the consumer should be completely satisfied with because your customers are not choosing Solahart purely based on technical features and price, no matter what you may think. (Remember the best leads come from happy customers).

Other less tangible factors are also critical. Brand name, quality and warranty are very important, as are issues of installation and after-sales service.

Don't forget about the specific benefit offered by a Solahart system which is the reduction of your carbon footprint by generating power without the aid of fossil fuels. Therefore, Solahart helps you to live a more sustainable lifestyle.

The perception that we wish to create in the potential customers' minds must include the following additional generic benefits:

- Peace-of-mind arising from its unquestioned reliability and durability
- Comfort and security arising from a professional sales organisation offering full after-sales support
- Savings on energy costs arising from highly efficient performances
- Status and distinction arising from the sense that they are doing the right thing for the environment
- Satisfaction arising from a feeling they are reducing their carbon footprint

Other Reasons for buying a Solahart

Solahart's own market research over the years has highlighted the following reasons why people consider Solahart:

Solar Water Heaters

Low running costs:

- Solar water heaters have lower running costs for most people
- They are good value for money and have cost-saving benefits over the lifetime of the unit
- Solar water heaters offer better value for money over the lifetime of the product
- The more hot water used, the more economical the solar water heater becomes, unlike fossil-fuelled systems
- Large families save more

Reliability:

People have hot water whenever they need it. Solahart products satisfy this need by:

- Electric or gas boosting to suit local energy types
- Solar thermosiphon water heaters can continue to function in power blackouts when there is sufficient solar input
- Solahart roof-mounted systems have no moving parts and have better warranties and service support.
- Solahart's range encompasses rooftop and ground-based models to satisfy the most discerning customer's requirements.