

INTRODUCTION



The Solahart Way

INTRODUCTION

YOUR MARKET

LEAD GENERATION

PRODUCTS & SERVICES

SALES PROCESS

STYLE GUIDE

VISION

We exist to help people confidently make the transition to renewables.

MISSION

To create a bright renewable energy-future through smart, energy-saving technologies, that save money, save the environment, and future-proof our customers.

MAKE IT YOUR BUSINESS TO ADOPT THE SOLAHART WAY

To be successful as a Solahart Dealer, you need to take a proactive sales and marketing approach to your business. Solahart has sold over one million solar systems worldwide since 1953 and over the years has built up a proven formula for success.

This formula is known as *The Solahart Way*.

By becoming a Solahart Dealer, you have the opportunity to adopt The Solahart Way and use this as the cornerstone of your sales and marketing success.

TO BE SUCCESSFUL AS AN AUTHORISED SOLAHART DEALER, IT IS NECESSARY TO UNDERTAKE A PROACTIVE SALES AND MARKETING APPROACH TO YOUR BUSINESS.

So make it your business to adopt the Solahart Way; this means that you should:

- ✔ Develop a set of realistic goals supported by actions and set budgets based on expected associated costs.
- ✔ Have a regular and effective local lead-generation plan. Use the 'three times' rule and advertise/promote every activity at least 3 times before you assess its success or effectiveness.
- ✔ Conduct a SWOT analysis on your dealership on commencement as a Solahart Dealer, at least once a year for existing Dealerships, and at any time you are struggling to achieve your targets. This means:
 - ⊖ Look critically at the **Strengths** and **Weaknesses** of your business.
 - ⊖ Understand the **Opportunities** and **Threats** of the market in which you are working.
- ✔ Define your target markets and your prospects – choose them carefully. Start with the most likely customers and expand from there.
- ✔ Build a broad base of prospects. Who are the people that are most likely to buy from you?

- ✓ Adopt and conform to the Solahart Advertising Guidelines for all advertising and promotional materials.
- ✓ Be an effective manager of your time. Know the difference between “urgent” and “important”.
- ✓ Be flexible, and always think about the ways you can make your sales presentation a friendly, memorable occasion for the customer.

Make it your business to adopt the Solahart Way!

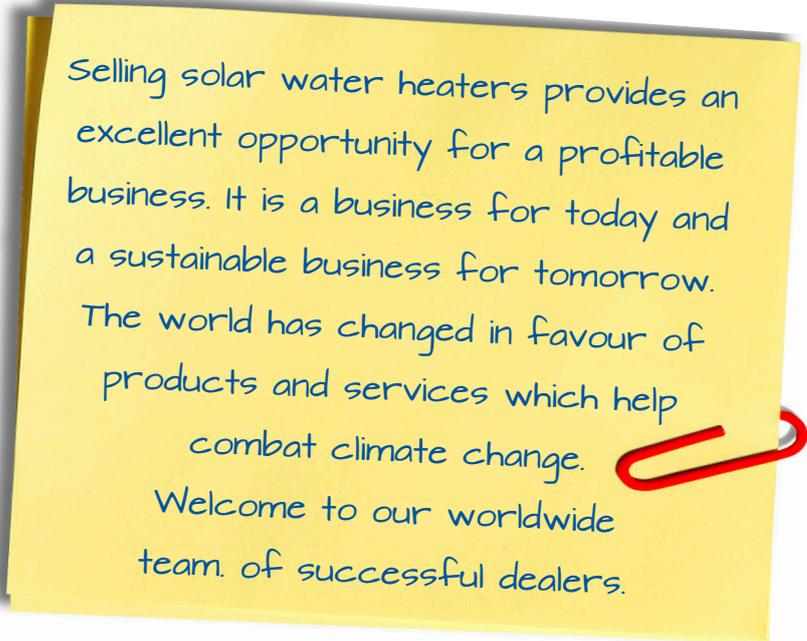


BECOMING A SOLAHART AUTHORISED DEALER IS AN OPPORTUNITY TO BECOME PART OF AN INTERNATIONALLY SUCCESSFUL SALES AND MARKETING TEAM.

Heating water with solar energy is not a new concept. Part of the challenge is to devise innovative and profitable methods and systems of selling solar water heaters into markets that have not traditionally demanded them.

The business today has become more about providing people with ‘the opportunity’ to lead a more sustainable lifestyle with less reliance on energy retailers by harnessing the sun’s free energy to heat water.

The Solahart Way demonstrates that selling solar hot water is no different from selling anything else. It is a matter of identifying market opportunities and adopting proven marketing concepts, and it is about maximising face-to-face contact between you and your potential customers.



Selling solar water heaters provides an excellent opportunity for a profitable business. It is a business for today and a sustainable business for tomorrow. The world has changed in favour of products and services which help combat climate change. Welcome to our worldwide team of successful dealers.

SOLAHART SPECIALISED CHANNEL - DEALER MODEL



Previous Dealer Model

- Plumbing background
- Solar Hot Water only
- Residential only
- Own or sub-contract install capacity



Current Dealer Model

- Sales, plumbing & electrical background
- Solar hot water renewable energy specialist
- Residential and commercial
- Home Energy Management
- Own install capacity

SUCCESSFUL OPERATION OF A SOLAHART BUSINESS

This manual flows from the realisation that success comes from a proactive approach to the management and operation of a Solahart Business.

The Solahart Way manual is based on years of experience of what works well and what doesn't, as tried and tested by dealers and distributors worldwide.

The emphasis is on direct-sell marketing concepts for the residential market; however, many of the principles can also be adapted and used for the commercial market.

The Solahart Way should be read from cover to cover, and then you can refer back to individual sections as required.

A short, practical guide for action can be found at the end of some sections of this manual. It is suggested you study these carefully.

Worksheets have also been included which should be completed and reviewed regularly.

SUCCESSFUL DEALERS REFER BACK TO THE FUNDAMENTALS OF 'THE SOLAHART WAY', TO BRUSH UP ON KEY SKILLS.

THE SOLAHART HISTORY

All over the world, the Solahart name is synonymous with quality in solar water heating.

From humble beginnings in the pioneering days of Western Australia, Solahart has built up an enviable reputation as the strongest solar brand in Australia.

1901

The Solahart story begins way back in 1901 when two enterprising plumbers formed a company known as SW Hart, Plumbers and Ironworkers, in Perth, Western Australia.

The chief business at that time was manufacturing tanks, baths, troughs and sinks for people of the pioneering West.

Around 1910, new premises were obtained at 103 Fitzgerald Street West Perth.

A few years later, hot-dip galvanising started, and for thirty years this was the only galvanising company in Western Australia.

Perth prospered, and so did SW Hart, with a range of expert skills, specialising in galvanising and sheet metal fabrication.

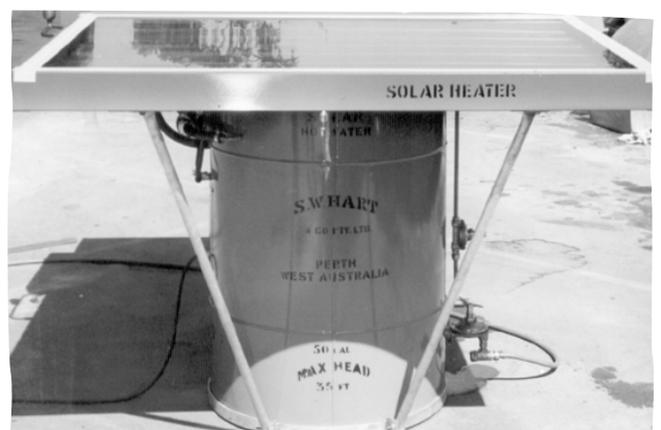


1953

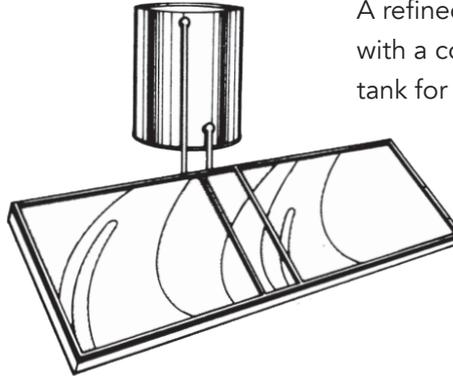
In 1953 the company was incorporated, and as SW Hart & Co, it began what became our long-term commitment to supply Australian and international markets with high quality, specialist products.

It was in 1953 we first became involved in the manufacture and marketing of what evolved to become the Solahart range of solar hot water systems.

The heaters operated under a revolutionary 'thermosiphon' system. The same principle is still used today, although the technology has evolved significantly.



THE SOLAHART HISTORY



A refined and re-designed unit with a conventional vertical copper tank for roof mounting.

1960's

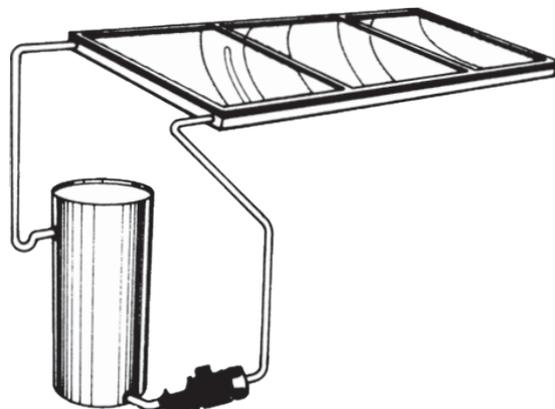
The production of solar water heaters increased steadily during the 1960s, and Solahart was firmly established as the leading solar hot water brand and a household name in Australia.

The Australian Government's decision to install these systems in government-owned houses in the Northern Territory gave the industry the necessary boost to expand and develop their solar R&D and manufacturing facilities.

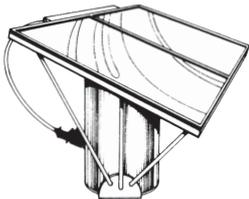


1962

Solahart experimented with a floor-mounted copper tank connected with a pump.

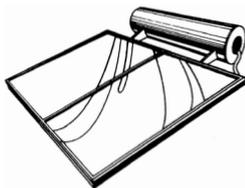


THE SOLAHART HISTORY



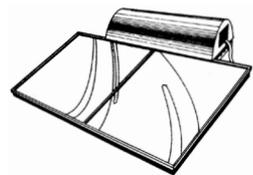
1963

The first export model. Copper tank with pump and thermostat.



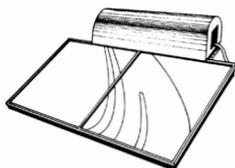
1964

The first signs of Solahart as we know it today.



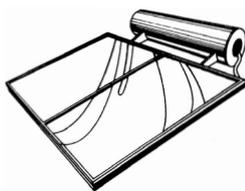
1968

An improved roof-mounted system with all parts combined in one unit.



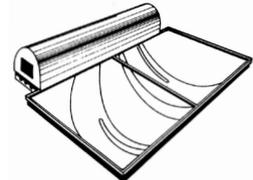
1970

Another step towards perfection, with a larger tank.



1971

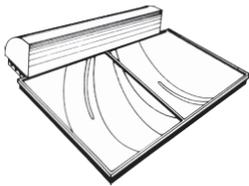
Further successful efforts to improve the system.



1972

Solahart introduced a bigger collector for better efficiency.

THE SOLAHART HISTORY



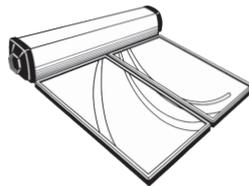
1976

A major breakthrough utilising a vitreous enamel tank.

In the mid-1970s, Solahart introduced a radical new storage tank design.

Previous storage tanks were based on bare metal which could lead to early corrosion in poor-chemistry water areas.

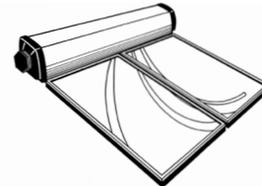
It was the creation of a 300 litre steel storage tank with a unique ceramic lining, that allowed Solahart systems to be sold in some of the world's harshest environments.



1983

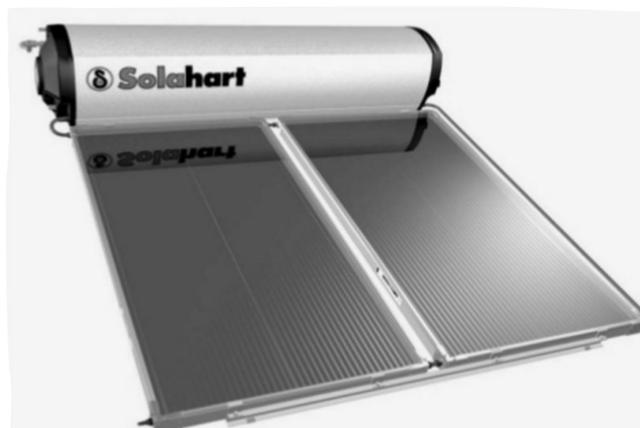
"Black Chrome Miracle" Multiflow collector panels.

In the early 1980s, Solahart introduced another revolution – a closed-circuit solar water heater that prevented water pipes from freezing and rupturing in frosty conditions. The 300J closed-circuit, thermosiphon solar water heater was a masterpiece of engineering design that is still celebrated today.



1992

'Natural Wonder' The best of both worlds. Free solar energy combined with gas boosting.



THE SOLAHART HISTORY



—● 2004

Free Heat launched in 2004 - taking the best and making it even better!



Today, Solahart has sold over one million solar water heaters across the world.

THE SOLAHART HISTORY

One of the keys to Solahart's success over the years has been the relentless pursuit of innovation.

The company's own research capabilities and solar testing laboratory are recognised internationally as Australia's finest.

Solar products are constantly being refined and improved; as part of Solahart's commitment to developing the next generation of solar water heaters and assessing the latest solar energy technologies, the company will continue to invest heavily in Research and Development, as well as in sophisticated production machinery and equipment.



ONE THING IS CERTAIN, AS WE MOVE FORWARD TO THE FUTURE OF SOLAR, EACH GENERATION OF THE SOLAR PRODUCTS WE OFFER WILL BE FUNDAMENTALLY BETTER THAN THE LAST AND MEET OUR OWN STRINGENT STANDARDS OF QUALITY AND PERFORMANCE.