

Welcome to **Silver**

Presenter: (Name) (Surname)
Regional Sales Manager (STATE)



Overview

Benefits

What next

“The EIN is designed to help our partners evolve their business. Specifically, our goal is to help you as a Silver Installer to sell more, install more and make more with Enphase.”

Badri Kothandaraman
President and CEO at Enphase

A network to support our most valued partners

“Customer First” means that we listen and act



Installers have asked for a channel program that differentiates high quality partners. Homeowners have been asking for recommended installers.

Dedicated to improving customer experience



The EIN is part of a multi-year effort to create a comprehensive Digital Platform for both our installer partners and homeowners.

Future-proof your business through digital innovation



COVID-19 illustrated that we must continue to develop digital tools and services. Many of the steps in the solar selling process are ripe for digitisation.

We have qualified our partners into three tiers



**Enphase
Platinum
Installer**

Platinum partners have the longest track record of installing a high share of Enphase products. They deliver exceptional quality and earn the highest customer satisfaction scores.



**Enphase
Gold
Installer**

Gold Partners have a long track record of installing Enphase products and consistently exhibit great customer experience ratings.



**Enphase
Silver
Installer**

Silver partners have installed a sizeable number of Enphase solar systems.

Eligibility Criteria



**Enphase
Platinum
Installer**






**Enphase
Gold
Installer**



**Enphase
Silver
Installer**

	Enphase Platinum Installer	Enphase Gold Installer	Enphase Silver Installer
Enphase relationship*	Highest share, longest advocate	High-share long term advocate	Active Promoter
Enphase certification	Solar certified, eligible for CEC CPD points	Solar certified, eligible for CEC CPD points	Solar certified, eligible for CEC CPD points
Homeowner satisfaction**	Exceptional	High	Good

Congratulations on your Silver Tier

	 Enphase Platinum Installer	 Enphase Gold Installer	 Enphase Silver Installer
Enphase share of account	>50%%	25% - 50%	0% - 25%
Years of continuous Enphase usage	2+ years	1+ years	*NA
Homeowner NPS score	50+	30+	NA

* Silver – Minimum 10 installs/year

Overview

Benefits

What next

The EIN is designed to help you grow your business through a range of exclusive benefits that give you the tools to win in the Australian market. We take pride in our partners' success and are here to help.

Benefits



**Enphase
Platinum
Installer**



**Enphase
Gold
Installer**



**Enphase
Silver
Installer**

Branding & promotions




Online promotion,
press release,
co-branded apparel,
co-branded signage,
crystal award

Online promotion,
branded apparel,
branded signage,
crystal award


Online promotion

Discounted Product Warranty Extension up to 25 years	Up to 75% discount	Up to 25% discount	List price
Zero-cost leads	Highest priority	High priority	Priority
Access to new products	Pre-Launch	Priority launch	Normal after launch
Executive access	Executive welcome call, invitation to executive roundtable	Invitation to EIN/tradeshows summit	Invitation to EIN/tradeshows summit
Product allocation	Highest Priority	High Priority	Priority

Product Warranty Extension Pricing

Current	Extension	 Enphase Platinum Installer	 Enphase Gold Installer	 Enphase Silver Installer
10 years	15 years	\$2.15	\$6.00	\$8.13
10 years	20 years	\$11.30	\$16.00	\$18.82
10 years	25 years	\$23.98	\$30.00	\$34.25

The first step to join the EIN is Solar Certification

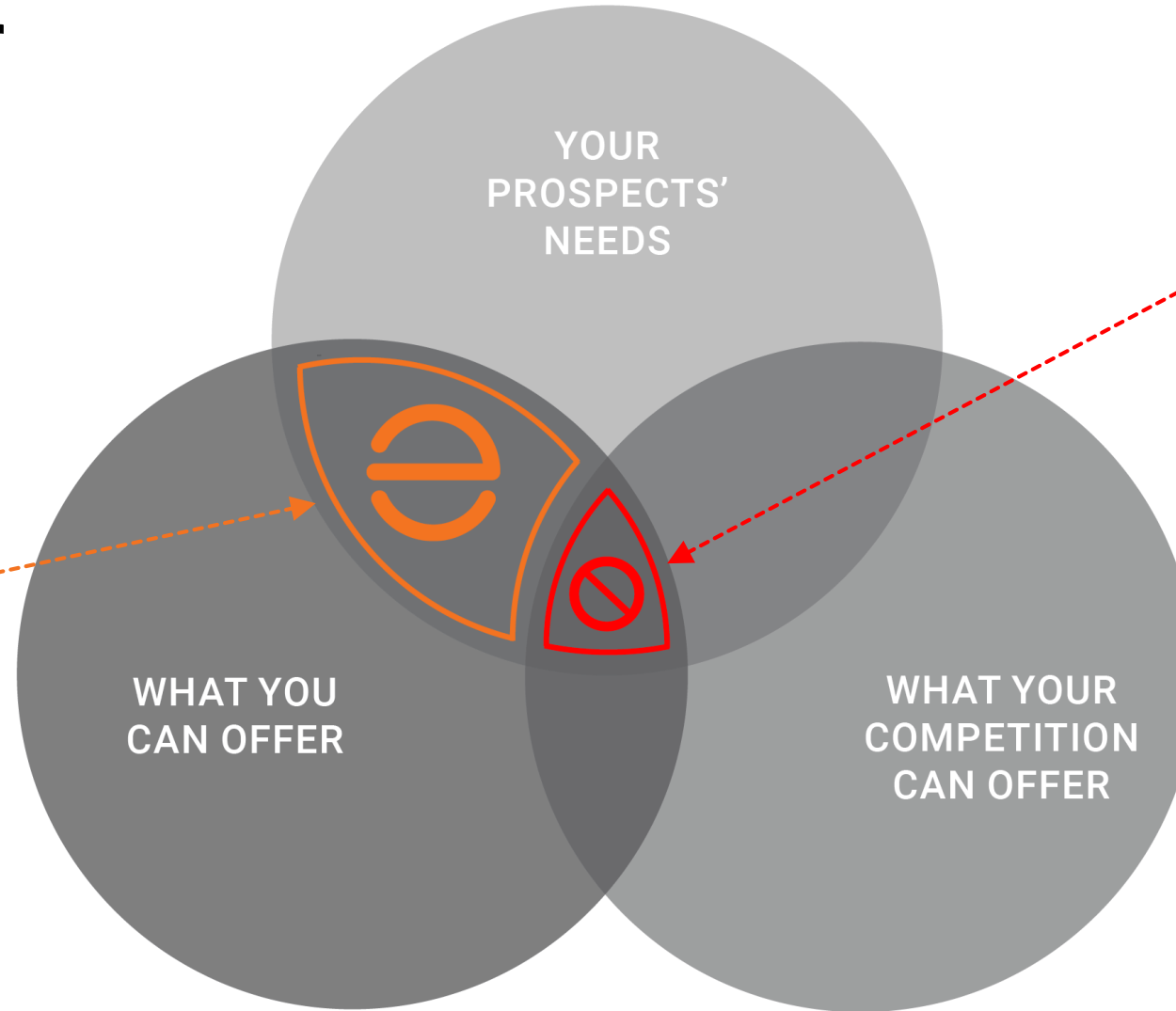
	Course overview	Delivery	National Accreditation	Duration
	<p>Enphase IQ Systems and Technology</p> <ul style="list-style-type: none">- IQ Systems- IQ System Design- Advanced System Design- IQ System Installation- ITK Commissioning	Enphase University	Clean Energy Council CPD points earned upon course completion: 30 points	1 hour

Accelerate your growth

Showcase to prospects that you are recognised for delivering the highest standards of customer service and system quality using Enphase products.

EIN Value Wedge

- EIN Silver Installer
- Focus on quality solar
- Standout customer service
- Innovative technology
- Highest safety standards
- Industry-leading warranty



Value Parity

Everyone is selling here:

- DC string
- Local
- Experienced
- Service
- Tier 1 panels
- Euro inverter
- Price

Overview

Benefits

What next

We would like to ask you to partner with the company dedicated to your success. We would like to ask you to partner with Enphase.

What comes next?



1. Book your EIN certification training
2. Stay tuned for an email invitation with details on how to formally accept your invitation
3. Login as administrator on Enlighten Manager
3. Accept Enlighten invitation to join EIN
4. Complete the sections for parent company, coverage, and lead preferences
5. Welcome to the benefits of the EIN!



Appendix – Net Promoter Score

What is the Net Promoter Score (NPS)?

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is an industry accepted methodology to gauge the customer's overall satisfaction with a company.



$$\text{NPS} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$

How does Enphase capture Installer NPS?

The image displays three sequential screenshots of the Enphase mobile app's NPS survey process. Each screenshot is framed to look like a smartphone screen with a status bar at the top showing 'Airtel', '1:20 PM', and '100%' battery. The first screenshot, titled 'Experience Rating - Post Selection', asks 'How is your experience with us?' and 'Rate Enphase' with a 0-10 scale. It also asks to 'Rate your Installer' with a similar scale. A blue 'Submit' button is at the bottom, with a 'Not now' link below it. An orange arrow points from the 'Submit' button to the second screenshot. The second screenshot, titled 'Detailed feedback', shows 'Thank you for your feedback' and 'Your Enphase Rating' as 9. It asks 'What do you like the most about Enphase?' with a text input field containing 'The user interface'. It also asks for an 'Installer Rating' of 9. A blue 'Send' button is at the bottom, with a 'Skip' link below it. An orange arrow points from the 'Send' button to the third screenshot. The third screenshot, also titled 'Detailed feedback', shows 'Thank you for your feedback' and 'Your Enphase Rating' as 7. It asks 'What could we do to improve your experience?' with a text input field containing 'The user interface'. It also asks 'What could we be doing better?' for the installer. A blue 'Send' button is at the bottom, with a 'Skip' link below it.

Experience Rating - Post Selection
Tapping on **Submit** will take user back to the screen s/he was on.

Detailed feedback
User gets another pop up for a detailed feedback on the rating given. This is an optional step, user can skip it.

Detailed feedback
Retractors (0-6), Passive (7-8) and Promoters (9-10) will have three different questions.

Enlighten Mobile software release in January 2020 enables programmatic collection of NPS scores.

Homeowners are prompted to complete the NPS survey 30-day post installation.

Homeowners are given three chances to submit NPS score over a 6-month period.

NPS results are available as part of the EIN scorecard.