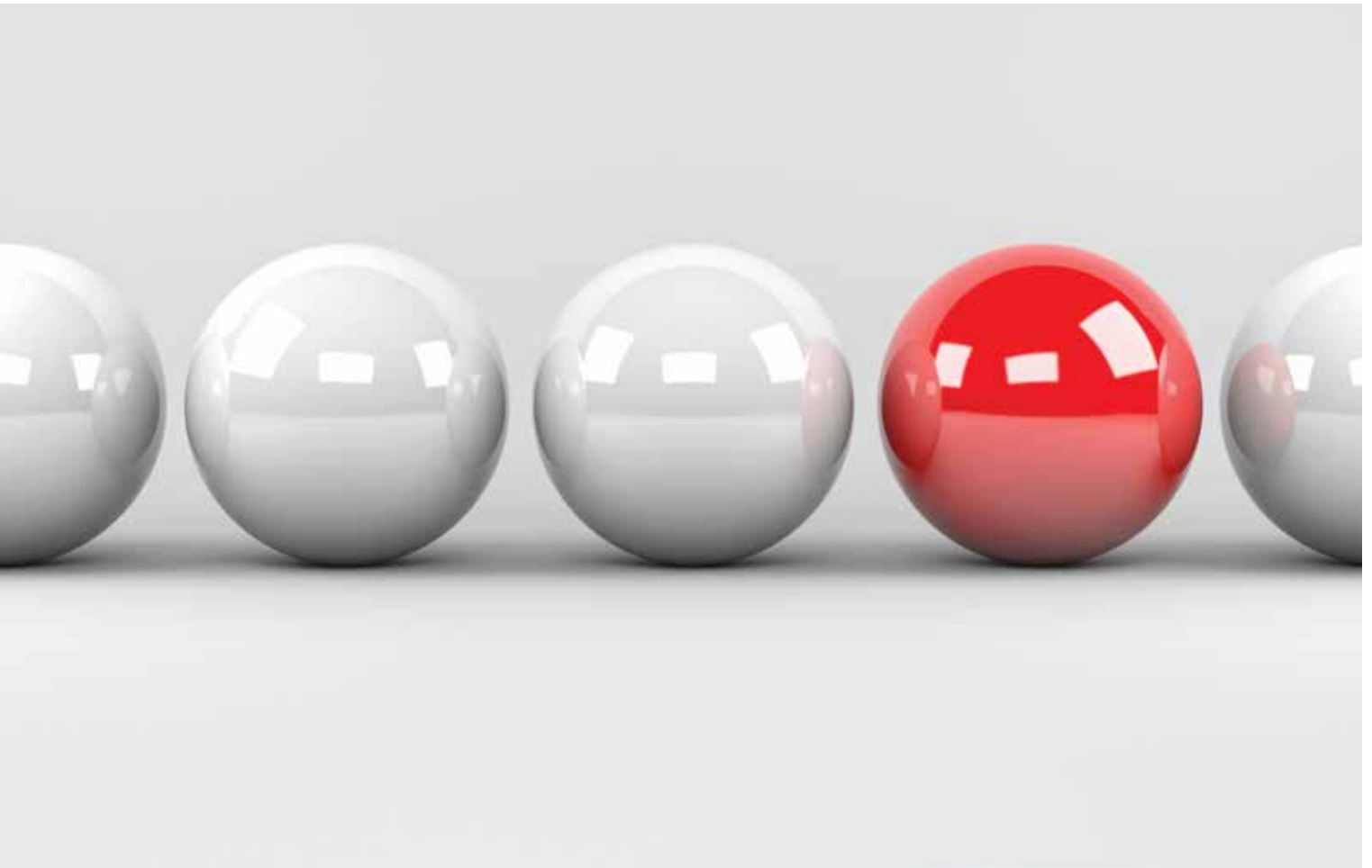


ENERGY  
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# SMA POWER<sup>UP</sup>

Trusted Solar Energy Partner



## STAND OUT IN THE CROWD

Solar is a fantastic investment, but you already knew that. The more appropriate question is how do you convey that value to your prospects? And, most importantly, how do you get your voice heard amongst the dozens of companies competing within the same customer base?

This is where SMA can help. SMA's new PowerUP Trusted Solar Energy Dealer program was designed for companies like you and it leverages the power of the SMA brand, insider benefits, special pricing, exclusive training, and premium support to help your business take the next step.

### POWERUP

Competition is fierce and competing for mindshare can be difficult. Your company has spent considerable time and resources to achieve this goal but you don't have to do it alone.



## WHAT IS THE POWERUP DEALER PROGRAM?

The PowerUP dealer program is a select network of installers and integrators closely associated with SMA. It leverages the power of that partnership to create differentiation from the competition. The program uses an exclusive set of discounts, incentives, and support functions to empower sales. Through

close association with SMA, our partners receive valuable benefits that make doing business simpler and they generate third-party credibility with buyers. Our dealers realize an easier sales process and a more supportive installation experience.

# SMA POWER<sup>UP</sup>

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# SMA PARTNER NETWORK

As a PowerUP Dealer, you are a part of the SMA Partner Network. You are the direct interface to the end customer. SMA will work with you to identify product solutions that meet your needs and then enable you to procure products through one of SMA's Authorized Distributors. Our PowerUP Dealers work in coordination with Authorized Distributors to deliver fast procurement, best pricing, and premium support.



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Trusted Solar Energy Partner

Authorized Distributor 





# PROGRAM BENEFITS OVERVIEW

As a PowerUP Dealer, you gain access to numerous advantages that can increase your profitability, flexibility, and take your business to the next level.

## POWERUP

PowerUP Dealers receive numerous benefits, including:

- » +5 year extended warranties at no charge
- » Direct SMA rebates on select products
- » Unrestricted Special Pricing Agreements on many products
- » Elevated service support
- » Intensive product and sales training
- » Installation assistance and training
- » SMA marketing support
- » Early information and access to new SMA products

*Some restrictions apply. Benefits may be time sensitive and are subject to change without notice.*



# DIRECT SMA REBATE

## **Recognizing Brand Loyalty**

Put cash back in your pocket using SMA. PowerUP members will receive monthly rebates on product sales. Use superior pricing to realize a competitive advantage in the market. Additional promotions and incentives may be offered to further enhance the value of your SMA system.

*Specific rebates available for limited times and are subject to change without notice. Program details vary by offer. Sunny Portal registration and additional documentation required.*



# BEST IN CLASS INVERTER WARRANTY

## **+5 Years Warranty on Sunny Boy Inverters**

As part of the SMA PowerUP Partner Program, your customers can enjoy an additional five-year guarantee on the SMA Sunny Boy residential inverters. This 15-year warranty is unmatched in length and scope, providing better assurance than any other manufacturer in the market.

SMA customers will also receive free proactive, automated monitoring through SMA Smart Connected. SMA technicians monitor the system around the clock and will advise of any events that may affect system performance and minimize the downtime of the system should a significant event occur. No other solar solutions provider can offer this level of investment security, making SMA the ideal partner for you and your customers.

*Limited to SBXXX-40 and SBXXX-41 inverters. Not currently available for Sunny Tripower or Sunny Island inverters. Sunny Portal registration and additional documentation required.*



## SALES AND TECHNICAL TRAINING

### **Actively Expand Your SMA Expertise**

Participate in exclusive training from SMA designed to ensure you know SMA, its solutions and capabilities. These training opportunities will help actively expand the expertise your employees. Seminar content can be tailored to current needs and cover a comprehensive overview of our products, installation and commissioning processes.

### **Sell SMA's Benefits More Effectively**

Home and business owners aren't concerned about MPPTs and operating windows. They want to know why the solution you are offering is better than the alternative. SMA sales training will cover SMA's key end-user selling points and make your job easier in front of your prospect.

## INSTALLATION ASSISTANCE

### **Access Personal and Direct Support For Your Projects**

SMA's expertise and experience is unmatched. Count on SMA's support as you prepare and realize your PV projects. SMA

will assist you during the installation and commissioning process to ensure you can provide customers with the best solutions the first time.

*Regular technical and sales training is required to maintain PowerUP Dealer status.*





## WORLD CLASS SERVICE

### **Protect Your Business With SMA Service**

Priority Service Support is your premium access to SMA Service Line experts. As you ramp up your familiarity with SMA, receive extra care via SMA's service organization. Your call will be given priority which means you spend more time on new installations and less time on troubleshooting.

All PowerUP members benefit from SMA's best-in-class, award-winning service support.

### **Streamline your business operations with Smart Connected**

However infrequently they occur, service calls can be lengthy, unnecessary, and will most certainly impact a PV installer's bottom line. SMA's new Smart Connected feature offers a proactive solution that saves installers time and money while maximizing system owners' power production. Smart Connected will automatically detect any error and initiate the repair or replacement process before a system owner even notices a fault. Smart Connected is added value for you AND your customers.



# MARKETING SUPPORT

As a PowerUP Dealer, you are a member of an exclusive group of integrators with an enhanced ability to leverage the SMA brand. You may use SMA to validate your credibility with prospects and customers. Collateral, giveaways, and other materials are available to help communicate the value of SMA's inclusion in your product offering. Marketing support includes:

- » **24/7 Virtual Program Support:** The PowerUP Portal is your home for all of your PowerUP resources. Review your partner program benefits and access the tools you need to win new business.
- » **Better Position Yourself With Customers:** Take advantage of your exclusive print portal to access professionally designed PowerUP materials when you need them and print on demand
- » **Empower Your Business With SMA Marketing Support:** Work directly with SMA's marketing team\* to win new customers through our revenue-generating measures. *\*Benefit applies to members with a minimum volume of 10MW*
- » **Increase Your Visibility:** Win new customers by listing your company in our SMA Trusted Partner search engine.
- » **Sell More. Earn More.** Earn co-op marketing dollars as your purchase SMA products. Then, grow your business and SMA sales by using those dollars towards co-branded marketing materials, lead-generation events and other marketing activities. Work with your SMA representatives to increase your impact.

## POWERUP

Interested in hearing more?

Email [Sales@SMA-America.com](mailto:Sales@SMA-America.com) to get in contact with an SMA representative to find out how you can join this exclusive group.

# SMA POWERUP BENEFITS AT A GLANCE

 <p><b>SALES &amp; PRICING</b></p> <ul style="list-style-type: none"> <li>Direct Rebate</li> <li>5-year Extended Warranty</li> <li>Product Development Survey</li> </ul>	 <p><b>SUPPORT &amp; TRAINING</b></p> <ul style="list-style-type: none"> <li>Design, Installation and Commissioning Training</li> <li>Sales Training</li> <li>Installation/Commissioning Assistance</li> <li>Certificate Holder Program *</li> </ul>	 <p><b>SERVICE</b></p> <ul style="list-style-type: none"> <li>Priority Service Support</li> </ul>	 <p><b>MARKETING</b></p> <ul style="list-style-type: none"> <li>Print On Demand</li> <li>Direct Marketing Assistance</li> <li>Trusted Partner Search</li> <li>Co-op Marketing Dollars</li> </ul>
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## SALES AND PRICING

Direct Rebate	Earn cash back on qualified purchases
5-year Extended Warranty	Get up to five years free on SMA Sunny Boy inverters
Product Development Survey	Help SMA address your biggest needs by providing input on next-gen products

## SUPPORT AND TRAINING

Design, Installation and Commissioning Training	Stay up-to-date with SMA products by accessing exclusive resources from the Solar Academy
Sales Training	SMA sales training will help you more effectively convey the value of your offer in front of potential customers
Installation/Commissioning Assistance	Receive direct SMA support during the most critical part of your solar project
Certificate Holder Program *	Differentiate yourself by showcasing your expanded expertise

## SERVICE

Priority Service Support	Receive priority when accessing the SMA Service Line
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## MARKETING

Print On Demand	Print PowerUP marketing material at any time with access to your exclusive online portal
Direct Marketing Assistance	Work directly with the SMA America marketing team to actively influence brand awareness
Trusted Partner Search	Win new customers by listing your company in our SMA Trusted Partner zip code search
Co-op Marketing Dollars	Earn dollars as you purchase SMA products to use for SMA-approved marketing activities

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