



Sales Enablement Guide

Identify the gap.
Define the opportunity.
Know your audience.

Summary

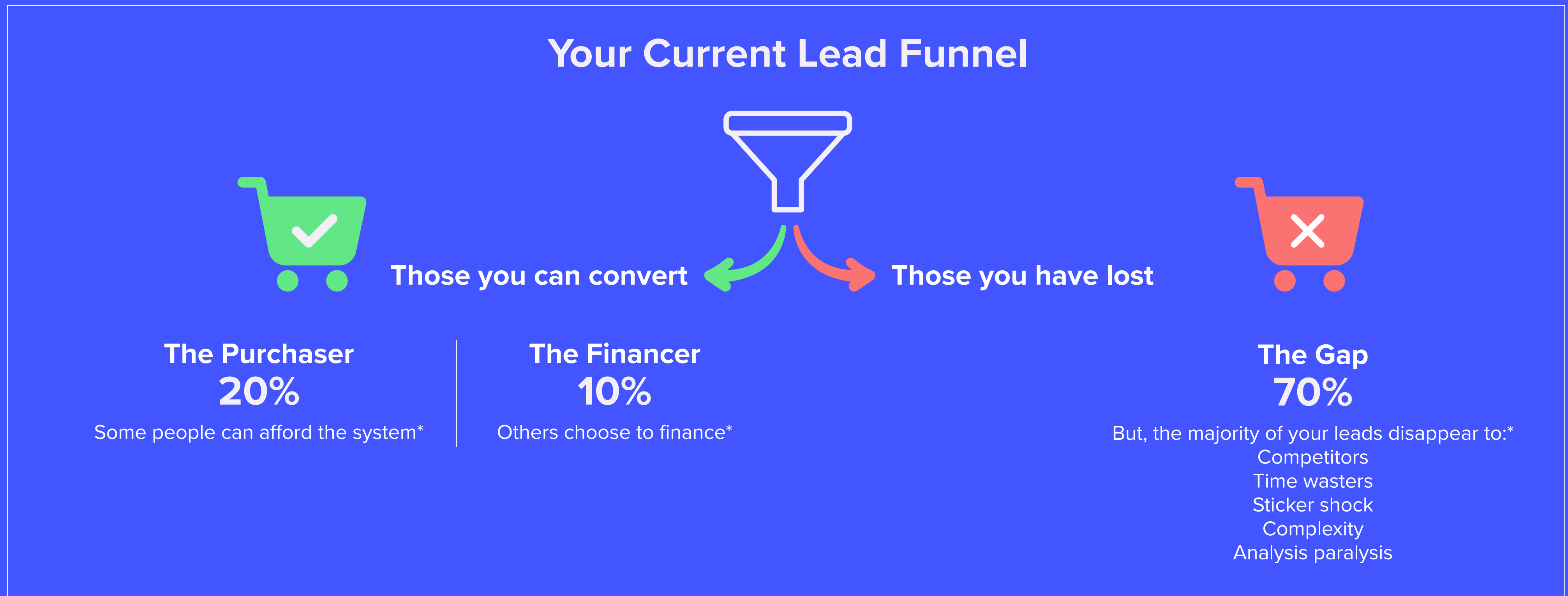
- Problem** _____ Too many leads are lost to sticker shock, complexity and risk-aversion.
- Opportunity** _____ Focus on an overlooked target. Stop selling solar. Simplify Energy instead.
- Solution** _____ **The Simple Energy Bundle**
 - Immediate cost savings
 - Simple and convenient
 - Risk free
 - No up-front costs

You're not selling solar. You're simplifying energy.



Problem

Tired of losing too many sales to sticker shock, complexity & analysis paralysis.



*Stats based on SRP feedback

Opportunity

Our Simple Energy Bundle is the perfect solution for homeowners who value cash now, simplicity and convenience over returns later, control and ownership.

How to spot the Opportunity?

NRN is not the last resort for those who struggle to buy or finance. It's the first choice for customers who want immediate savings but are overwhelmed by the process or the price.

Listen for these triggers in conversations:

"We looked at solar; it's just too expensive."

"It's all too confusing with so many options."

"We didn't want to take on more debt or finance."

"The payback period didn't make sense for us."

"We'll look at it again later when we have time."

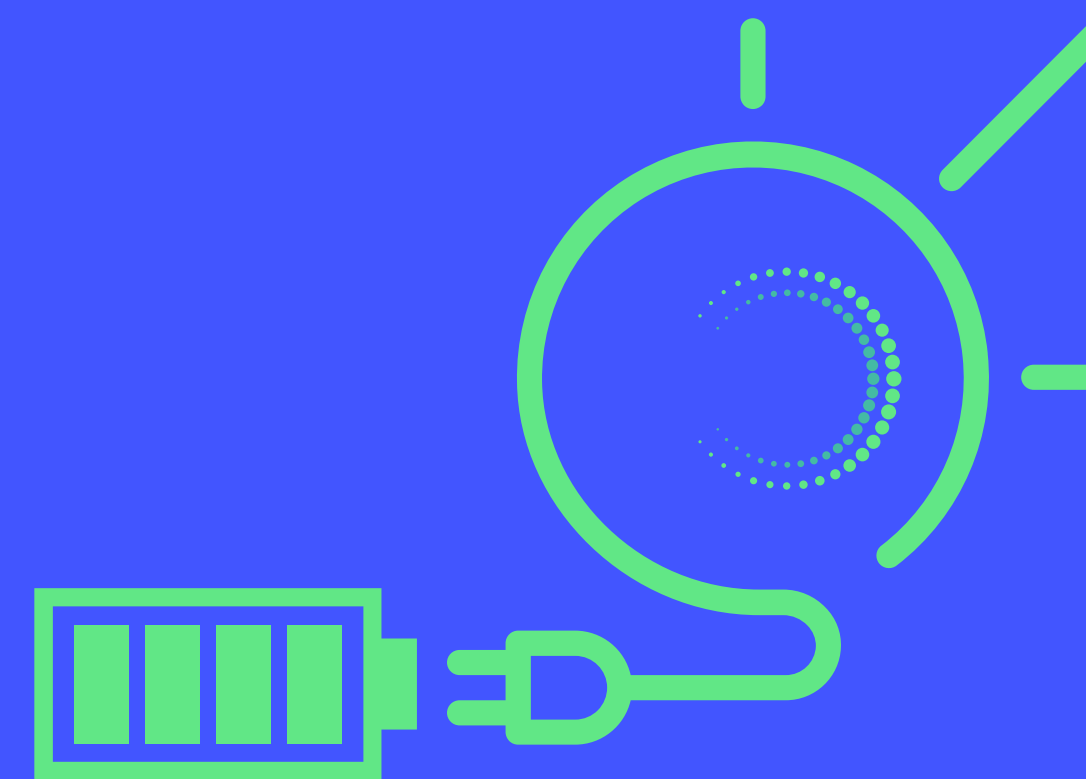
How NRN solves the problem

NRN coordinates different parts of the energy market to work together in a unique and innovative way.

Investors
Fund the system

Solar retailers
Install and maintain the highest quality hardware

Energy retailers
Access the solar and battery system on the home to use as part of a VPP



End users
Pay lower bills, subsidised by power from their rooftop

Your Audience

The Practical Value Seeker

Our customers are busy, practical families trying to manage household costs. They're not energy enthusiasts or early adopters. They simply want a fair deal that makes their lives easier.

"My energy bill kept going up until I joined NRN."



Mindset

Pragmatic, cautious, and time-poor. They value simplicity over complexity.

Behaviour

Stick with the big energy retailers out of convenience, even whilst paying more than they should.

Pain

Rising bills, overwhelming confusion about options, and lack of time to properly research.

Motivation

Genuine savings, straightforward simplicity, and trustworthy service they can rely on.

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The Pitch

Introducing

The Simple Energy Bundle



Immediate cost savings

- Up to 40% savings on power bills
- Zero upfront costs



Simple & convenient

No complicated decisions about size | type | performance of systems and battery



No O&M risk

Best quality hardware installed & maintained to institutional standards



Total flexibility

Change plans or buy out at any time

The Mindshift

From buying solar to, upgrading your plan

Customers still pay for energy consumption, just like they always have, but they pay less for it, and crucially, they start saving money from day one, not years down the track.

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Quick Answers to FAQs

Equip yourself with clear, confident responses to the questions you'll hear most often:

Can I buy the system later?

Yes, at any time during your contract. The buyout price decreases monthly, and many customers choose to purchase after experiencing the benefits firsthand. There's no penalty for buying out.

Am I locked into an energy plan?

Customers have freedom of choice to switch between energy retailers whenever they want. We see that customers get a better rate with our partnered energy retailer plans but customers do have the flexibility to change to an NRN unbundled plan involving any retailer of their choosing.

What system do I get?

You receive premium Tier 1 solar panels and battery storage system. All equipment is high-quality, professionally installed, and comes with full monitoring to ensure optimal performance.

What about Feed-in tariffs?

Feed in tariffs are great when they're good, but they haven't been good for a few years. We replace that risk and complexity with a simple energy bill that charges the same for power regardless of its source.

What if I move house?

The NRN plan is settled during the property sale, similar to council rates or utility connections. We have a straight-forward settlement procedure that's completed as part of your conveyance. In fact, recent studies show that an installed solar & battery system increases the sale price of your home by more than the cost of the system.*

Is there a catch?

None. It's still an energy plan. You pay for the power you use, just like before. The difference is you pay less because of the solar, battery, and VPP Reward. Everything is transparent and disclosed upfront.

*A 2023 study by the Commonwealth Bank of Australia and Cotality found homes with solar sell for an average of \$23,100 more

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Handling Objections

How to Reframe

Reassure, don't rebut. Reduce uncertainty, stay calm, empathetic, and solution-focused.

Objection

Response

"This sounds too good to be true."	We hear that often, think of it like this, you buy a phone plan that includes the phone, NRN is a similar model. Customers get a smarter energy plan that includes the solar assets at no cost. They get cheaper rates on their bill, it's that simple and risk-free.
"Shouldn't I own the solar and battery hardware?"	We hear that a lot. It's a big expense, most household's third largest expense after house & car. Customers can, mitigate that loss with NRN. But, you have to ask, why? What about the opportunity cost of that investment? Haven't you got better uses for \$20k? Why take the O&M risk? Why tie yourself in to a financing plan?
"What if something breaks or stops working?"	If anything goes wrong, we fix it at no cost to you. Importantly, you still access cheaper energy. You're protected.

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