

**Setting for the role-play:** A bright conference room. The Sales Director has just handed the floor to you. You've just finished the "big picture" intro about the brand's vision.

Starting point: Catarina: and that's why our Instagram engagement is up 40%. We don't just sell 'solar panels'; we sell the dream of never opening a utility bill again. Our new PV systems are the flagship of that promise."

To play Catarina effectively against a "Marcus" type, you need to balance Social Media Charisma with Technical Literacy.

Tips to help Catarina answer Marcus claims...

**1. Use "The Bridge" Technique** Don't let the technical jargon stall the conversation. Always bridge the Feature (what it is) to the Benefit (why it matters to a human). The Feature: "We use N-Type TopCon cells with a lower temperature coefficient." The Bridge: "Which means..." The Benefit: "...our customers in Arizona or Spain aren't losing 20% of their ROI just because it's a hot day."

**2. Visualize the Math** Marcus thinks in curves and variables. When discussing things like degradation or ROI, Catarina should use visual descriptions of data. Tip: Mention a "Linear Performance Warranty" vs. a "Stepped Warranty." Visual Aid: Explain that while competitors' power output drops like a staircase (stepping down every 5 years), ours is a smooth, gentle slope. This shows you understand the  $P(t) = P_0(1 - dt)$  logic he mentioned.

**3. Acknowledge the "Edge Cases"** The quickest way to lose a guy like Marcus is to claim a product is "perfect." Tip: Admit where the limits are. If he asks about bifacial gain on a black roof, say: "You're right, Marcus. On a dark shingle roof, the gain is negligible. That's why our 'Savings Calculator' asks for roof material first. We'd rather under-promise and over-deliver." Result: This builds massive professional "street cred."

**4. Lean into "TCO" (Total Cost of Ownership)** Since the sales department is watching, Catarina needs to justify the higher price point. Marcus will appreciate the logic of long-term value over short-term savings. The Argument: A cheaper system has a lower CAPEX (Capital Expenditure), but a much higher OPEX (Operating Expenditure) over 25 years due to repairs. The Pitch: We are optimizing for the lowest TCO.

Tech vocab you might need to work on...

- Our new PV systems are the flagship of that promise."
- N-Type cells vs P-Type models
- Bifacial modules - the Bifacial Gain
- 'Albedo' light
- Does the social media content mention that the '25% more energy' is a 'best-case scenario' involving white TPO roofing or gravel?"

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25-year 'Total Peace of Mind' warranties

