

Value			
Highest Quality	Customization	Trace-ability	Support
Assertions			
<p>“You’re not going to find a better product anywhere.” No other Engineering company has more certifications.</p> <p>Consider the cost-of-ownership--once the thing is out in the field it’s a huge pain to service.</p>	<p>The only manufacturer that offers customized products today. None of the distributors can provide the variety of choices we offer.</p>	<p>“We stand by our product.” You can order with confidence. Integrators know they can retrieve historical data on DST products. We safe guard customers from receiving damaged products.</p>	<p>We have knowledgeable engineers in power and alternative energy. We invented this equipment, so our expertise is unmatched.</p> <p>DST provides 3 tiers of tech support.</p>
Proof Points (grounding for each assertion)			
<p>DST adheres to standards:</p> <ul style="list-style-type: none"> • UL67 high voltage panels • IP-20 touch safe. <p>Built with best components Rigorous testing Quantification of defects (less than 1% failures)</p> <ul style="list-style-type: none"> • ISO-2001-9000 • UL 1741 solar hardware • Manufacturing facility is certified to UL508A 	<p>More options available than anyone:</p> <ul style="list-style-type: none"> • Number and type of connectors • Number of strings from 2 to 24 • Customized monitoring communications options hard-wired or wireless • All types of enclosures stainless steel, polycarbonate, Custom sizes. 	<p>From the time the product is ordered, until it’s delivered it’s documented: shipping method, service record, serial numbers, warranty. Distributors don’t keep records about this; they just pull the product of a shelf.</p> <p>Photographic documentation.</p> <p>We serialize every single product at no extra cost. We can apply the Partner’s serial numbers.</p>	<p>We have a full engineering shop available for product modification if necessary.</p> <ul style="list-style-type: none"> • Lots of how-to and recommended installation info on our Web-site • Free phone tech support with someone who is experienced installing pipe and wire. • Custom configurations and builds available through DST engineering team.

Marketplace Vision (current situation)	Although there are many Web-sites that advertise, list or sell similar solar products, none offer the configurations and customized options DST can provide. None are a place where engineers can come for technical knowledge.
Tactical Purpose	Provide a structure to communicate, engage and transact with many more prospects without adding additional sales and support staff. (Because prospects can learn via the Web-site. Eliminates the need for Darrell to handle every customer.)
Audience (who is our listener?)	Sophisticated engineering buyers: Important influencers: Design Engineers who specify the solar system components at architecture firms, power engineering companies. Solar System Integrators (90% of current customers) who sold the full system and will perform the installation for the business or homeowner. (Often refers to design spec's written by Design Engineer.) Purchasing agents at big companies.
Characteristics of Buyer (concerns, background of obviousness)	Design Engineer is not price sensitive, wants quality and functionality. This engineer needs to feel confident that the parts they specify will perform trouble-free for years. Accuracy is most important for the monitored systems. System Integrators are sensitive to cost. Their main concerns include: Configurability (various capacities, types of connectors available) Warranty, Connect-ability, Service-ability, Safety. Want these features: voltage sensing, options to make it easier to install.
Narrative (positioning statement)	For engineers who specify or design solar systems , and engineers in the field who install solar systems who are dissatisfied with the quality, confusing options, poor documentation, and lack of support for solar components... DST has made it easy to find, select, and purchase Combiners, Inverters, and monitoring systems that fit their exact needs, reduce installation hassles, and perform for years without problems. Unlike component distributors, DST is a full-service engineering/manufacturing company, so you can be assured you will receive the right product for your application. Need something different? As a leading power engineering company, we've got the best, most dedicated engineering and support in

	<p>the industry, ready to help you out every step of the way. Just give us a call. Our technical staff is available to help you select a custom solution for your specific application.</p> <p>DST has assembled the highest quality manufacturing line to produce unsurpassed reliability, an experienced technical staff to help you succeed, and more customized options than any other supplier.</p>
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