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What’s in your tool box?

It’s August and I am at 35,000 feet on the way to see the kids and the grand kids in Seattle. With a little luck I will also get to see Mark and Jill Reynolds as well as Shannon and Bryant Carr. While I was collecting my thoughts of what I wanted to write for this letter I was thinking of Shannon, Paul Hafner and all of the people who have dedicated SO much time and effort in the development and updating of LS I. Soon LS II will be fully developed; the next incredible learning tool from NAILD. Despite your view of the process or the cost, you would be hard pressed to argue that these two programs are unique to our industry. With more than 30 years of experience in this industry I have never seen an educational program (in an IES format) that does more to educate people in the lighting industry. I have talked with many leaders in lighting education and all agree that these two programs are exceptional and are essential to a successful educational tool box.

Another valuable tool offered by NAILD is the bi-annual PAR (Performance Analysis Report). I am asking myself why more people within NAILD don’t utilize this fantastic tool that NAILD offers its members. NAILD last offered the PAR to NAILD members in 2011 and while we did have some moderate participation, the overall participation was pretty low; NAILD will be contracting with a reputable company for 2013 PAR. Your annual dues include this member benefit so why not take advantage of it?

Well, here is what people have told me:

1. I don’t have time.

I understand that it takes time and effort to complete this report, it’s as simple as sending in your raw data to the provider and they will input the necessary information.

2. My company is so big (or small) we would skew the results for everyone else.

The reports are done in a way that company size has no effect on the end results. You may even find that on a location by location report you may gain some valuable insights that may help you gauge your growth on a location by location basis.

3. I don’t trust the information will be kept confidential.

NO ONE inside NAILD will ever see your information. You will send your information directly to the processor and they assign it a number thus the submitted info is no longer tied to a name. This is the exact reason that kept me from participating in the PAR for a few years. When we were first asked to participate in the PAR (that friendly local competitor I was telling you about in my last letter, was the President of NAILD at the time) I was very concerned about who would see this information. After I talked with the company tabulating the PAR I was completely confident that my information was secure. Since then my company has participated every time it has been offered and it has been a great tool to see how we have improved in our organization.

No matter what your objective for not participating in the PAR, I can tell you it is probably an issue that can be overcome by a conversation with the processor. As a last resort, consider providing only the information you feel comfortable sending so you see the value of the PAR when you get the results.

Let’s look at the morphing business models inside NAILD; not every company is just selling product now, some sells labor and services while others sell design and work product. For the next PAR, the processor will survey to be sure we are adding what is important to your business model into the report but you need to respond to the surveys for this to yield the desired results.

Check out the all new NAILD.org to take a closer look at these and all of the other tools for success NAILD has to offer.
We’ve Built the Better Mousetrap

A famous poet once said “Build a better mousetrap, and the world will beat a path to your door.” Well, our engineers have taken this advice to heart and have done just that. Our new Universal Dimmers are a breakthrough in lighting technology and the smart choice for energy conscious homeowners. Unlike any others, our revolutionary new devices operate smoothly with any dimmable LED, dimmable CFL, or Incandescent bulb. No flickering and no fading. It’s no wonder that Leviton’s Universal Dimmers are receiving universal critical acclaim. So beat a path quickly, the dimmers of tomorrow are here, today!

Learn more at leviton.com/universal
NEW DISTRIBUTOR MEMBERS

Red Mountain Lighting, Inc.
Peter Barovich, CEO
E-mail: pete@redmtnlighting.com
375 East Elliot Road, Suite 14
Chandler, AZ 85225
480.325.8315
480.830.6359 fax
www.redmtnlighting.com

Shadow Lighting & Supplies, Inc.
Dean Schmidt, President
E-mail: dean@shadowlighting.ca
19585-56th Avenue, Unit 3
Surrey, BC V3S 6K3
778.278.2142

Stusser Electric Company (Branch of CED)
Patrick Donahue, PC Manager
E-mail: patrick_donahue@stusserseattle.com
660 South Andover Street
Seattle, WA 98108
206.624.8770

NEW VENDOR MEMBER

FX Luminaire
Darin Ayres, Sales Manager
E-mail: darin.ayres@fxl.com
1940 Diamond Street
San Marcos, CA 92078
619.719.2410
312.626.2503 fax
www.fxl.com
Specification-grade Outdoor Lighting Components

FX LUMINAIRE IS PROUD TO BE NAILD’S NEWEST MEMBER

FX Luminaire is an industry-leading manufacturer of landscape and architectural lighting products with a focus on the advancement of LED technology and digital lighting control with zoning, dimming and color adjustment capabilities.

We offer a full spectrum of highly efficient fixtures that may be utilized to create elegant, cutting edge landscape lighting systems for commercial and residential application. We have been in operation since the 1980’s and have earned a reputation as a leading producer of high quality, high efficiency lighting products.

We are a wholly owned subsidiary of Hunter Industries, one of the world’s leading manufacturers of irrigation products. Being a part of the Hunter family gives FX access to a deep corporate infrastructure with a global reach, significant funding for research and development, and a world-renowned customer support system. For more information and to learn “Why FX”, please visit our website at: www.fxl.com/why-fxl

PACIFIC LAMP WHOLESALE IS USING iPAD TECHNOLOGY TO SAVE TIME AND MONEY FOR CUSTOMERS

Pacific Lamp Wholesale now uses iPads for creating energy lighting upgrade audits and projects. Pacific Lamp was established in 1976 and has been a prominent business in the Beaverton, Oregon community for the last 36 years.

By using the technology of the iPad, the experts at Pacific Lamp can visit a location and directly enter all of the information, photos, and voice recording note files directly into the iPad. Upon returning to the office, the information has already been wirelessly transferred to the desktop for inputting to the engineering/design and estimation software tools. This streamlined process makes each transaction very accurate and personalized for each customer.

“Our goal is to have the best engineered lighting upgrade solution for our customers. Taking advantage of the iPad technology just makes it easier to attain that goal. We are able to streamline the process without compromising any of the attention to details. If we can save time, then ultimately it saves the customer money,” commented Pat Hickman, Manager, Pacific Lamp Wholesale.

Pacific Lamp Wholesale, located in Beaverton, Oregon is a local owned company that specializes in Lighting Fixtures, replacement lamps and re-lamping supplies. They work closely with the Energy Trust of Oregon and have been awarded the title of “Top performing Energy Trust of Oregon producer for over 10 years running”. More information can be found at www.paclamp.com.

US LAMP, INC. RECENTLY AWARDED A COMPREHENSIVE LIGHTING RETROFIT PROJECT

US Lamp, Inc. was recently awarded a comprehensive lighting retrofit project for the Kiel Area School District. The project involves retrofitting the lighting systems of four schools in the district. Meeme Elementary will realize an annual energy savings of $3,032.73 and will receive $2,713.00 in incentives from Focus on Energy.

Zielanis Elementary will realize $16,295.01 in annual savings and receive $14,202.00 in incentives from Focus on Energy.

Continued on page 7
on Energy. The Kiel Middle School will realize $16,295.01 in annual energy savings and receive $24,306.00 in incentives from Focus on Energy. The High School will realize $28,723.36 in annual energy savings and receive $22,819.11 in incentives from Focus on Energy.

US Lamp, Inc. is a wholesale lighting distributor based in Green Bay, WI that specializes in lighting design, high efficiency lighting products, and comprehensive energy efficient lighting solutions. More information can be found at www.uslamp.com.

GREENSBORO ENTREPRENEUR IS SMALL-BUSINESS CHAMPION OF THE YEAR

Gordon Hunt, a principle in Illuminating Technologies in Greensboro, has recently been named the NFIB/North Carolina 2012 Small-Business Champion of the Year.

Illuminating Technologies has been an NFIB member business since 2007.

“Gordon is the kind of member who’ll do everything he can to help,” said Gregg Thompson, state director of NFIB/North Carolina. “He’s spoken out on important issues such as the need for sensible regulations and organized labor’s attempts to muscle their way into the workplace.”

“He’s given his time as well as his money, volunteering to serve on the NFIB/North Carolina Leadership Council and contributing to the NFIB Young Entrepreneur Foundation’s scholarship program and NFIB’s political action committee, which supports the candidates who support small business.”

“Gordon has proven time and again that he’ll do anything he can to advance the cause of small business statewide,” Thompson said. “On behalf of our 8,600 small-business members, I want to congratulate Gordon on being the Small-Business Champion of the Year and thank him for all that he’s done.”

ATLANTA LIGHT BULBS SUPPORTS LOCAL EMC AT ANNUAL MEETING

Atlanta Light Bulbs recently participated in Walton EMC’s annual meeting. Nearly two thousand people attended the annual meeting this year! Each attendee was given a bag full of goodies, including a 15 watt compact fluorescent, which replaces a 60 watt incandescent light bulb. Atlanta Light Bulbs set up a large display of energy saving lighting solutions. CFL’s, LED’s, and Induction systems were set up on the display tables and the attendees were able to sample and compare the different lighting options. The event doubled as a great opportunity for the lighting distributor to assist with attendees’ questions about the looming changes surrounding lamp phase outs this year.

Atlanta Light Bulbs takes pride in having a strong presence in the community, and was proud to be a part of Walton EMC’s annual meeting for the fifth consecutive year. “It’s so nice to get out in the community and see new and familiar faces at local events,” says Ben Dalziel, Marketing Coordinator at Atlanta Light Bulbs. “It also serves as a great opportunity to showcase the many options people have when considering switching to a more energy efficient lighting solution,” added Dalziel. To learn more about Atlanta Light Bulbs, please visit www.AtlantaLightBulbs.com.

HALCO LIGHTING TECHNOLOGIES’ HIRES CUSTOMER SERVICE MANAGER

Halco Lighting Technologies’ welcomes Dean Baty to the position of Customer Service Manager. Baty comes from a sales and marketing executive background as well customer service manager and team leader position, bringing more than 13 years of experience to the Halco team. He previously served as Customer Service Team Leader for AIGM in Lake Mary, FL and Director of Online Sales at Velocity Resources in Orlando, FL, as well as Sales/Marketing Executive at Examworks in Lakeland, FL. Most recently, Baty was the Sales Manager for RAC Acceptance, a division of Rent-A-Center, in Kennesaw, GA.

In this position, he will provide team leadership and implement strategic customer service opportunities. Baty’s primary responsibilities will be to promote the overall success of the Inside Sales and Customer Service department.

HALCO LIGHTING TECHNOLOGIES’ HIRES OEM MANAGER

Halco Lighting Technologies announces the hire of Allyson Brooks to the position of Graphic Designer. Brooks will be reporting to Jill Mungovan, Director of Marketing. In this new position, Brooks will be contributing to the company’s print and web design with supporting roles as a copywriter and photographer.

Brooks brings 20 years of graphic design experience to the Halco team. Some of her portfolio highlights include point of sale and point of purchase collateral, packaging design and branding. She holds a Bachelor of Fine Arts in Graphic Communication from Kennesaw State University and an Associate of Arts in Visual Communication from the Art Institute of Atlanta.
Congratulations!
The following participants have completed the NAILD Lighting Specialist I On-line Courseware as well as the Hands-on requirement.

AWC, Inc. – Jacob Burleson
Big A Wholesale Electric – Karissa Nightswonger
Crown Supply Company, Inc. – Richard Towne
Envirobrite – Matt Brownell
FSG-Lighting – Edward Alderete
FSG-Lighting – Cynthia Hill
FSG-Lighting – Craig Cegielski
Furbay Electric Supply Company – Amy Snyder
Gatto Electric Supply Co. – Diane Badowski
Halco Lighting Technologies – Jeff Emerson
Hite Company (Corporate) – Vic Paternosh
Hite Company (Corporate) – Michelle Palm
Hite Company (Corporate) – Michelle Patsy
Hite Company (Corporate) – Justin Clayton
Hite Company (Corporate) – David Stuart
Hite Company (Corporate) – Michael Hillegas
Laconia Electric Supply, Inc. – Danny Gerlack
Lighting Supply Co. – Heather Byram
Lighting Supply Co. – Zachary Starnes
Lighting Supply Co. – Seth Burk
Lighting Supply Co. – Michelle Darga
Lighting Supply Co. – Margaret Cordle
Malby Electric Supply Co., Inc. – Jader Baca
Malby Electric Supply Co., Inc. – Debbie Janoski
NEDCO Supply – Jeff Comeaux
Star Tek Lighting – Bob Parks
Stoneway Electric Supply – Eric Nispuruk
Tri-County Electrical Supply, Inc. – Sven Hellwig, Jr.
United Electric Supply – Robin Davis
Warshauer Electric Supply Co. – Stacey Warshauer
Western Extralite-KC – Ben Johnson
Wiseway, Inc. – Susan Testerman

Each graduate receives their NAILD Lighting Specialist I certificate and pin.

They are invited to use NAILD LS I appellation on their business cards.

Held positions in sales and management, previously serving as a Senior Sales Representative at Osram-Sylvania, General Manager at Nova Lighting and most recently as Southeast Regional Manager at Havells-SLI Lighting.

In this new position, Harris will be responsible for all OEM accounts and Utility/CO-OP lighting sales.

Halco Lighting Technologies® gave away iPads at Light-Fair 2012 – now announcing the two lucky winners.

Halco offered the chance to win an iPad when visiting the company’s booths at this year’s LightFair International, allowing instant access to Halco’s complete offering of lamps and ballasts. Mark Anderson from Value Lighting in Marietta, GA and Kevin Eagan (pictured above with Halco CEO Allan Nelkin) of Northwest Lighting in Amherst, NH were the two to bring home the prize.

Congratulations to our winners and we’ll see you next year in Philadelphia!

MARK YOUR CALENDAR!
March 17 – 20, 2013
NAILD 36th Annual Conference
Hilton Scottsdale Resort & Villas
Scottsdale, AZ
www.naild.org
We have developed three missions for the Business Development Committee for the current year.

1) Work with the Education Committee to promote LS I and make it a major profit center for the organization. We will promote LS I through free email marketing, press releases to the major publications that target Lighting distributors and Contractors and Social Media such as Facebook. Once we exhaust the free methods of promotion, we have budgeted for 2013 some low cost classified advertising in print media and possibly some modest advertising on LinkedIn directed to specific lighting groups.

2) Provide the Membership Committee with the tools to grow our membership. This will include all of the same tools we will use to promote LS I.

3) Increase the visibility of NAILD in the lighting community through Social Media and other free or low cost means. The Buffalo office has already kicked off the new web site and is working hard to improve our visibility on Facebook, Twitter and LinkedIn.

As always, the ideas and insights of the general membership are appreciated and encouraged. Shoot me an email at marketing@naild.org with your ideas. The committee also encourages all members who use LinkedIn to join the NAILD Group and join in on the exchange of ideas.

Two very important challenges for NAILD is to grow our membership and to continue to provide value to our current members. In an effort to accomplish this, the Membership Committee wants to continue some ideas that Michael and his committee initiated last year, as well as create a well-defined system in which we stay in touch with current members and candidates.

We have signed up two new distributors since the annual conference and one new vendor members. We also signed up a CED branch.

**Distributors:**
- Shadow Lighting – Canada
- Red Mountain Lighting – Arizona
- Stusser Electric – Washington State (Branch of CED)

**Vendor:**
- FX Luminaire – California

During the recent board of directors meeting and afterwards with Megan, we have put together a much more structured process in following up with leads we get and we also are putting together a much nicer, invitation to join packet.

I also want to make a comment about our current member assistance in recruiting new members especially vendor members. Vendor members are in front of distributors all the time and can help with telling our story.

My goals are to have 8 more new distributor members by next years’ conference, 50 distributor members attend the conference and all vendor members attend the conference.

We will continue to use tools we have such as Road Shows, Business Develop Groups, and printed material and we will work closely with Business Development/Marketing Committee to develop new material. Our committee is excited about the upcoming year and accomplishing our goals, and as always, we welcome your input. Please feel free to contact me at membership@naild.org.
As a leader in lighting education, NAILD has always been advancing and improving on educational offerings to our members and 2012 has been no different. We have the best lighting education course in the industry (LS I and LS II) which we continue to improve on and many other educational resources to take advantage of.

We have had tremendous success with LS I over the past couple years and are now looking forward to the same results with LS II. The LS II program is more advanced and focuses on how to apply lighting in the marketplace. If you recall from last year we started a group of NAILD members in the LS II program and we are now ready to accept more LS II candidates. If you haven't taken LS I yet or if you are ready to take the next step with LS II you can sign up on the naild.org website.

In addition to the LS programs, NAILD also offers a monthly conference call (called a Light Lunch) that is open to all NAILD members and discusses a variety of relevant topics that focus on business and lighting. A Light Lunch is offered the 2nd Tuesday of every month at 2:30 pm EST and is designed to go for 30-60 minutes. The Light Lunch sessions have had great feedback so far and we have some exciting topics coming up. You can see the upcoming Light Lunch schedule (page 22 of this issue) as well as other educational resources on the website so make sure to check out naild.org.

Our goal at NAILD is to improve on your lighting knowledge and keep you up to date with the latest in lighting technology. As we have in the past we will continue into the future on making sure these goals are met. Questions and/or comments may also be directed to education@naild.org.
Most doctors firmly believe that certain types of regular screening tests and checkups are essential and help save lives. And most of us, no matter how much we despise devoting an hour or more to getting poked and prodded, dutifully go for an annual checkup each year. After all, our health is vital to our overall well-being and happiness. Andrew Sobel says that annual checkups can play a vital role in your professional health as well—especially with regard to client and customer relationships, which are the lifeblood of every business.

“In fact, you should absolutely review the ‘health’ of your client relationships on a regular basis,” says Sobel, co-author along with Jerold Panas. “Here’s why: Most clients vote with their feet. They don’t tell you they are unhappy—they simply start to give their business to your competitors. Client relationship checkups can help you gauge the health of these relationships, prescribe changes when necessary, and identify ways to further grow them.”

Sobel recommends infusing your client health checkups with Power Questions. In his book Sobel explores dozens of questions that light fires under people, challenge their assumptions, help them see problems in productive new ways, and inspire them to bare their souls (which, of course, strengthens the bonds in the relationship).

“All business interactions are human interactions,” he says. “And part of being human is acknowledging that you don’t know everything about everything—and that you certainly don’t know everything about the other person’s needs. Questions help you understand these things more deeply, and they’re an essential tool when assessing the health of client relationships.”

When client relationship checkups aren’t performed regularly, the relationships can take unexpected turns. Sobel tells the story of his client, a Fortune 100 company with a longstanding relationship with IBM.

“IBM’s then-CEO Sam Palmisano decided to visit my client’s CEO,” tells Sobel. “A week ahead of the visit my client’s relationship manager for IBM called his counterpart to discuss the upcoming CEO summit between their companies. Apparently he did not get a return phone call during that week! The story goes that when Palmisano met with their CEO, he opened by saying, ‘My people tell me we have an “A” relationship with your organization.’ My client’s CEO responded, ‘Well, my team tells me your relationship with us is a “C.”’”

Fortunately, this was a wakeup call for the IBM team to dramatically improve the relationship with Sobel’s client. Within a year, his client told him, the relationship was indeed an “A,” and today the company views IBM as a key trusted partner in operating their business.

“IBM is a great company that has been quite innovative in the way it builds long-term client relationships,” says Sobel. “But as this story illustrates, even well-managed firms can dramatically misread the health of a key client relationship! The successful firms I work with all have some type of process in place to determine the health and strength of their most important client relationships. They seek feedback at multiple levels. They access the client’s views using a va-

Many of us use annual checkups to keep tabs on our physical health each year. But Andrew Sobel says checking the vitals of your professional health is just as important. He suggests performing client relationship checkups.

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riety of channels—through the relationship manager, during senior executive visits, using independent surveys, and in client forums (virtual and in-person).”

As the IBM anecdote illustrates, client health “screenings” are necessary when managing client relationships. Here are ten questions you should ask yourself when you are considering the health of your client relationships:

1. **Do you have access?** If there were such a figure as a “client relationship doctor,” Lloyds Banking Group Chairman Sir Winfried Bischoff would be the archetype. The former Schroders CEO and Citigroup chairman is a renowned trusted advisor who has calmly and wisely guided hundreds of CEOs through bet-the-company transactions and deals. Last year Sobel asked Sir Win, “How do you know when a relationship is not going well?” His first response was, “If it’s taking a very long time to set up a meeting, that’s usually a bad sign!”

   “Can you actually get in to see important executives in your client’s organization?” asks Sobel. “Some leaders are notoriously busy, and it does take time to get on their schedule. But if you don’t have access, you may not be considered relevant! PS: If you think you have a good relationship, but the client says, ‘There’s nothing going on. It doesn’t make sense to meet,’ that’s still a bad sign. It means they don’t really value your ongoing insight and perspective.”

2. **Do you and your client trust each other to do things without extensive documentation, checks, and controls?** Trust is the essential foundation of every long-term relationship. It’s the feeling that the other person will come through for you. It’s the belief that they will meet your expectations. It’s the confidence that they will demonstrate integrity, deliver competently, and focus on your agenda, not theirs.

   “When trust is present, you don’t need to constantly check up on the other person,” notes Sobel. “You don’t need to put in place endless controls and systems to monitor results. If your client is constantly micromanaging you, then they may not trust you, and you need to find out why.”

3. **Does your client openly share information with you?** In a healthy, trusting relationship, there is transparency. Does your client give you access to their plans and proposals? Do they freely share information with you, within the constraints of confidentiality?

   “When you’re a vendor, you get very limited access to information—it’s on a ‘need to know,’ restricted basis,” says Sobel. “When you’re a trusted advisor, your client treats you as part of the inner circle.”

4. **Does your client confide in you and bounce ideas and decisions off you?** Does your client ever call you up to run a new idea or potential proposal by you and get your opinion? Or do they make important decisions and then call you afterwards? “It’s not reasonable to expect them to discuss everything with you,” notes Sobel. “However, if they have an issue in your domain, and the relationship is a strong one, they will most likely draw you in before reaching their final conclusions.”

5. **Are you the first person the client calls when they need something in your area of expertise?** “This is an essential litmus test of a healthy relationship: loyalty,” explains Sobel. “If the client views you as interchangeable with other suppliers, then you’re a vendor, and you’ll be subjected to constant price pressure as the client continually shops around.”

6. **Are you treated with respect—like an important advisor?** This is hard to quantify, but you usually will know in your gut if this is the case. “I had a client who I felt didn’t value me,” says Sobel. “He asked me to help teach his senior partners how to be better trusted advisors to their clients. But ironically, he didn’t want a trusted advisor himself—he wanted an arms-length ‘expert’ who would be at his beck and call. I finished the project and moved on.”

7. **Is working with this client a satisfying, rewarding experience for you and your team?** Some clients just drain you. They are overly demanding, they check up on your every move, and they basically drive you crazy. “Sometimes, you’re also stuck with a client who is too low in the organization to really appreciate the impact you have,” notes Sobel. “This is not a healthy relationship! Life is too short—if you can’t fix a situation like this quickly, you should get out and double-down on more promising clients.”

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8. Is the relationship economically rewarding for you? You could have a great personal relationship with a client, but for a variety of reasons be losing money on the work. “Sometimes, weak profitability is your fault—you have underestimated the scope of the work or underpriced it,” says Sobel. “But sometimes it’s a sign of a client who knows the cost of everything and the value of nothing.”

9. Are you having an impact and helping to improve your client’s business? In the best relationships, you have a clear and positive impact on the client’s organization. You help the client improve their business. “If, for whatever reason, this is not happening—it’s a warning sign,” notes Sobel. “Are you working on peripheral issues that are not really important to the client? Are you stuck too far down in the organization? Is the client ignoring your recommendations? Is your good advice simply falling on deaf ears?”

10. Is your client referring you to friends, colleagues, and other organizations that could use your expertise? Active word-of-mouth referrals, arguably, are the ultimate sign of a good relationship. “Are you getting referrals?” asks Sobel. “Would your client give them to you if asked? How enthusiastically would your client recommend you? A testimonial is one thing—it’s passive—but an active referral is a sign of a very different level of satisfaction and delight with your services”

“Just as you shouldn’t make assumptions about or neglect your own health, you shouldn’t do so when it comes to the health of your client relationships,” says Sobel. “Each year, go through this checklist and rate each of your relationships. Are you weak, average, or strong on each of these ten points? Better yet, rate yourself and then ask these same questions to your client. Then, compare the answers. Through quality communication and thoughtful Power Questions, you can strengthen your client relationships and add value to them at the same time.”

Andrew Sobel is the most widely published author in the world on client loyalty and the capabilities required to build trusted business relationships. For 30 years, Andrew has worked as both a consultant to senior management and as an executive educator and coach. He can be reached at http://andrewsobel.com.
In this economy, everyone is looking for a simple fix to survive and arrive on the other side intact. Some even occasionally entertain dreams of growing just a little bit. Few are happy with their situations. And all but a few point their fingers at the economy as the source of their dismay.

The comments I overheard at one of my recent Top Gun seminars were representative. One sales person complained that his customers were shrinking and going out of business. Several complained about customers’ pressure to lower prices. Still others complained about desperate competitors’ feverish attempts to generate cash flow by dramatically discounting.

There must be a genetic inclination in the human race to look outside ourselves and blame those things that are outside of our control for our situations. We lament the conditions outside of ourselves, and cast ourselves as victims. If only someone else would fix it. Maybe the government will make everything good again.

Unfortunately, as long as our gaze is directed at “them” – those conditions in the market that have changed and are outside of our ability to control – we will never free ourselves from the constraints on our income and prosperity. We can’t do anything about “them.”

The real secret to improving our conditions is to work on “us.” James Allen said: “Men are often interested in improving their circumstance, but are unwilling to improve themselves, they therefore remain bound.”

Sales people, sales managers, and sales executives need to look inward – at themselves and their sales teams – for the solution to their problems.

Sales People
Sales people must understand that it was OK just a few years ago, to “have your own style of selling,” to never invest in your own improvement, to make your living off of your existing relationships. Today, all of these are obsolete ideas that must be changed. It’s time to look inward, and fix yourself.

To effectively deal with the changing economy, sales people must become more strategic and thoughtful about the investment of their sales time, and they must bring value both to the customer and to their employers in every sales call. They must view their jobs as professions, not just jobs, and become serious about improving themselves. In a world where it is blatantly obvious that good sales people sell more than mediocre sales people, they must decide to become better. That means investing in their own improvement, and striving to achieve higher levels of competency and thus, better results.

Those sales people who survive and thrive in this climate will be those who understand the path to their prosperity lies not in the outside world, but in themselves.
Sales Managers
Likewise, sales managers have to stop coddling those sales people who aren’t interested in, or committed to, continuous improvement and greater levels of productivity. They need to put in place practices and disciplines that call for quantifiable expectations on the part of their sales team, regular measurements, and greater thoughtfulness and strategic planning.

They must demand continuous improvement and thoughtful efforts to increase market share.

Sales managers must look inward, understanding that their chances of success are dependent on them, not the market. That they can do it better, and that doing it better brings better results.

They must examine their sales forces, and use this window of opportunity to weed out those sales people who have no interest in developing, who don’t have the capability to succeed as a professional sales person, and who aren’t committed to their own personal success. Now is the time to review the bottom third of their sales forces and aggressively seek to upgrade.

Sales Executives
CEOs, and CSOs (Chief Sales Officers) need to recognize that the current state of the economy, and the resulting impact on the attitudes and perspectives of employees, has delivered a once in a lifetime opportunity to make significant changes in the structure of the sales force.

Recall just a little over a year ago. To make wholesales changes in sales territories, account responsibilities, the role of the inside and outside sales person, sales management practices, compensation plans, and expectations for continuous improvement – all of these initiatives would have been met with resistance from the majority of the sales force. Today, most sales people are willingly cooperative, acutely aware that they can be easily replaced if they don’t follow your lead.

Those CEOs and CSOs who look inward and use this window of opportunity to streamline and rationalize their sales systems will increase their productivity and lay the groundwork for disproportional growth when the economy turns up.

The world is full of victims who lament their condition and blame their fate on sources outside of their control. Leaders accept their responsibility to look inward and improve themselves.

Dave Kahle has trained tens of thousands of B2B salespeople and sales managers to be more effective in the 21st Century economy. He’s authored nine books, and presented in 47 states and seven countries.
Do you want to boost your selling power? Then, add power to your persuasion.

But how can you add power to your persuasion? How can you become more effective at persuading your customers to buy?

Let’s look at the way the skilled professionals put power into their ability to persuade.

Let me share with you ten secrets I’ve learned from some of the most persuasive salespeople in America – ten ways to add power to your persuasion. I call them the 10 P’s of persuasion.

1. Be positive.
   One of the most successful insurance salesmen in America is a country fellow from South Georgia, who says, “You can no more sell something you don’t believe in, than you can come back from some place you ain’t been.”

   Successful salespeople are positive people.

   They have positive mental attitudes about themselves, the companies they represent, the products or services they’re selling, the prospects they’re attempting to persuade, the country they live in. They’re positive about everything.

   Enthusiasm is contagious. When you’re excited about life and the work you’re doing, you can persuade with power, because you can get other people excited.

2. Prospect.
   Successful salespeople have learned to direct their persuasive power toward people who have the resources to buy and have good reasons to buy what they are selling.

   Professional salespeople pinpoint prospects who are likely to provide long-term profitability. They analyze the possibilities for cross-selling. They know that it takes an average of three calls to cross-sell an existing customer but seven to sell to a new customer.

   In short, the powerful persuader targets all efforts at the person who has the resources, the motivation, and the authority to buy, and the potential for profitable repeat sales.

3. Prepare.
   Red Motley, who started Parade magazine, said that the average salesperson will work like crazy to get an appointment, then blow the opportunity with a poor presentation after the decision-maker has agreed to the interview.

   You don’t make sales to busy people by rambling on for 40 minutes about features and benefits. Usually, after such disjointed presentations, neither the salesperson nor the prospect can summarize what’s just been said.

   Professional salespeople always do their homework. They know that the better they’re prepared, the more persuasive they’ll be when they walk in to make a presentation.

   They research to find out everything they need to know about the prospect. They plan what they will show and what they will say. And they practice, practice, practice.

4. Perform.
   Amateur salespeople complain furiously when they are beaten out by a competitor. How could that customer buy that overpriced, poor-quality product? He must be an idiot!

   The customer was no idiot. The complainer was just outperformed by a more competitive salesperson.

   Remember: People don’t buy; they’re sold. In fact, nothing is ever bought. Everything has to be sold. If you don’t make a strong presentation, you can’t persuade your prospect to buy.

   Powerful persuaders are like stage actors playing to a full house. They are artists at making their presentations. They’re entertaining and informative to watch and hear.

   To succeed in business, you have to make every second of every minute of your “action time” count.

5. Be perceptive.
   Powerful persuaders are alert to everything that happens during a sales interview.

   They are not preoccupied with personal problems, with airline schedules, or even with the next call they are going to make. They know that reaching a sales goal always begins with making the sale at hand.

   Powerful persuaders tune into their prospects and look for the motivating forces in the life of each. Once they discover that motivating force, they play to the motivation.

   To add power to your persuasion, learn to read your prospects and to discover the motivations they have to buy or not to buy.

6. Probe.
   Average salespeople do a lot of talking. They can give you a 30-minute speech on any subject you want to name.

   That’s why silence is so threatening to most salespeople. The instant a prospect pauses to take a breath, the amateur will jump in with a sales spiel, just to break the silence.

   The Art of Persuasion
   By Nido Qubein

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But powerful persuaders use questions to diagnose the needs and concerns of a prospect much as a skilled physician uses them to diagnose the problems of a patient.

They become masters at asking penetrating questions, and they use those questions to draw prospects into the selling process.

7. Personalize.
   The most powerful word in selling is you.

   The emphasis on you marks the difference between manipulative and non-manipulative selling.

   Manipulative selling is self-centered. It focuses on what the salesperson wants and needs.

   Non-manipulative selling is client-centered. It focuses on the needs and desires of the prospect.

   A person who is looking at the business proposition you are offering wants to know just one thing: what’s in it for me?

   If you want to add power to your persuasion, personalize every part of your presentation to meet your prospect’s own personal needs and wants.

8. Please.
   Powerful persuaders seek to close sales by pleasing their clients. When prospects become excited about the idea of owning what you’re selling, they become customers.

   Professional salespeople know that they can’t force their prospects to buy. Their challenge is to make them want to buy. So they seek to please them in so many ways that they create the desire to buy.

   Salespeople with selling savvy don’t make statements they can’t back up with facts.

   And they don’t expect their clients to accept at face value everything they say. They are always prepared to prove every claim they make – to back up those claims with hard data, with test results, and with performance records.

   One of the best ways to persuade by proving is to give proof statements from people who are happy with your products or services. Third-party endorsements go a long way in building credibility for your claims, and for your products.

   Facts and testimonials are very persuasive. Learn to use them, and become a powerful persuader.

   Call on good prospects as many times as it takes to sell them. About 80% of sales are made on the fifth call or later. Yet studies have shown that:

   - 50% of America’s salespeople call on a prospect one time, and quit.
   - 18% call on a prospect twice, and give up.
   - 7% call three times, and call it quits.
   - 5% call on a prospect four times before quitting.
   - Only 20% call on a prospect five or more times before they quit.

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It’s that 20% who close 80% of the sales in America.

You don’t have to become a dynamic personality to sell. You don’t have to put pressure on people, or out-talk people to sell.

The most effective thing you can do is to apply your own selling savvy to these ten ways to add strength to your presentation.

To master the art of persuasion – and selling – you must also learn to recognize and work with different personality types.

There are eight different types of personalities:

1. The Balkers. These people are indecisive. They can’t make up their minds. It takes a lot of patience to deal with them. Sooner or later, you have to force the issue by asking, “What would keep you from signing the agreement letter today?”

2. The Talkers. You can control the talkers by asking questions to keep pulling them back on track. Use simple questions they can answer “yes” or “no.”

3. The Clams. Keep drawing them into the conversation with questions to make them talk. Ask for advice, or for their opinions.

4. The Skeptics. With the cynics, use a lot of raw data. Pour on the proof statements and documentation. Keep getting agreements as you go along.

5. The Sarcastic Souls. Sometimes they’re hard to take, but keep your cool. Find out what’s behind their sarcastic remarks. Laugh at their sarcasm ¾ of all the way to the bank.

6. The Egotists. Resist the temptation to tell them off. Feed their egos by asking their opinions and giving them compliments. Win them over by giving in on all minor issues.

7. The Bullies. They get their way by acting tough. Be nice, but stand your ground. Don’t run, don’t fight – just stand.

8. The Timid Ones. Take it nice and slow, don’t rush them. Concentrate on building their confidence.

You have to deal with different types of people in selling your products and services. The better you become at discovering and dealing with each of the different personality types, the more successful you can be.

Remember, clients always do things for their own reasons – not for yours or mine. You’re thinking: I wish this prospect would go ahead and make a decision – I need this agreement . . . Besides, I’ve got another appointment!

But the client keeps thinking: Why should I spend this much money? Is this the best investment I can make right now? What’s the big rush? If you want to move an evasive client to action, you have to give that client a strong benefit for acting promptly.

And, here’s where you can usually separate the amateurs from the real pros. The amateurs start thinking about discounts – “I’ll give you 10% off if you’ll go ahead and sign the agreement today!”

But that’s not visionary salesmanship, not the high level strategy that works effectively with people who are buying your professional skills. In fact, it often creates precisely the opposite effect from what you want. The client starts thinking “Maybe this person is not such an expert, after all! He or she must not have much business! Maybe I’d better take a closer look at this whole thing!”

Real professionals take the opposite approach. They focus on the client’s key benefit for buying immediately. For instance, if the client’s problem is costing X number of dollars a month, the real expert will talk about how much it would cost the client to delay solving it for thirty days.

Or, if the client is on a tight schedule for delivery, they might say something like this: “Mr. Smith, if we can go ahead and finalize our agreement today, I can guarantee delivery on schedule. But I’m not sure I could promise a definite delivery date if we wait until next week.”

It’s called “hot button” selling, and it works like this. You find the client’s primary motivation for buying, and zero in on that motivation. You keep asking questions until you find the prospect’s strongest reason for acting promptly, then you reinforce the client’s own reason.

One of the simplest and most powerful formulas for success I’ve ever discovered came from Frank Bettger, a man Dale Carnegie called the best salesman he ever met. Frank Bettger said, “Show people what they want most, and they will move heaven and earth to get it.”

So, I always figure that, if people are not willing to do whatever it takes to get moving, I have not yet discovered and shown them what they want most. When you have done that, you don’t have to worry about pinning down evasive clients. They’ll pin themselves down.

Learn how to persuade more effectively and you will boost your selling power.
Match your light to
FIT YOUR LIFESTYLE

Luxor is a revolution in LED landscape lighting control. Its ZD Technology provides both zoning and dimming capabilities, so designers can preset designated vignettes, as well as daily illumination sequences for both facade and function. Don’t just light your next project, bring it to life. With Luxor, it’s easier than ever.

*The intersection of art and engineering*

call 760.744.5240; visit FXL.com/luxor
Halco Lighting Technologies® Announces Programmed Start T8 Ballasts

Halco Lighting Technologies® introduces ProLume® High Performance Programmed Start T8 Ballasts to help maximize lamp life, facilitate maintenance and decrease energy costs.

Specially designed for use in buildings with occupancy or daylight sensors and in applications with frequent on/off switching, ProLume High Performance Programmed Start T8 Ballasts heat the lamp cathodes with precision prior to applying the starting voltage. This gentler start helps maximize lamp life by reducing cathode degradation. Average rated life for T8 lamps is typically 25% longer when operated together with a ProLume High Performance Programmed Start T8 Ballasts than with an instant start system.

Unlike traditional programmed start ballasts, which use a series circuit, ProLume High Performance Programmed Start T8 Ballasts operate in parallel mode. When one lamp in a fixture fails, the remaining lamps continue operating. There is also no need to power down the fixture to replace a lamp. This allows for easier, faster troubleshooting and lower maintenance costs.

Normal ballast factor models EP232PS/MV/HE and EP432PS/MV/HE are ideal in offices, school settings, and retail environments that require abundant light levels. Low ballast factor models EP232PS/L/MV/HE and EP432PS/L/MV/HE are perfect for areas that require lower light levels such as restrooms and rooms that are supplemented with daylight, or can be paired with high lumen lamps for normal light levels with reduced energy consumption. These two high efficiency low ballast factor models provide an additional 13-15% energy savings.

ProLume High Performance Programmed Start Ballasts are NEMA Premium designated and CEE listed. All ProLume electronic fluorescent ballasts are backed with our 5-year warranty.

Halco Lighting Technologies® Announces New ProLED® BR30 Reflector Lamps

Halco Lighting Technologies® introduces 15W ProLED BR30 lamps, which are up-to 77% more efficient than a 65W Incandescent BR30.

The new ProLED BR30 dimmable lamp features high power LED with superior thermal construction for long life and energy efficient illumination. Ideal for residential lighting, the new BR30 is available in 3000K color temperature with a flood beam spread and produces 750 lumens. The 15W BR30 lamps are rated for ICAT luminaries and UL damp location rated. In addition, these lamps have 40,000 hour rated life with 82 CRI and are backed with a 5-year limited warranty.

RAB Lighting’s New 26 Watt LED Vaporproof Luminaire Outperforms 200W Incandescent

RAB Lighting has expanded its LED Vaporproof line with the introduction of the new VXLED26. The 26 Watt luminaire produces light output equivalent to a 200W incandescent fixture, yet it lasts 50 times longer and uses 85% less energy.

Popular for its distinctive retro, industrial look and versatile application, the VXLED26 is UL listed for wet locations making it ideal for areas with high humidity and condensation. With a 50,000-hour life, the VXLED26 is well suited for hard-to-reach areas, such as elevator shafts, bridges, tunnels, and construction zone scaffolding where re-lamping can be difficult and
Lutron® Wireless Occupancy Sensor Solution reduces installation time by 70%*

- Reliable sensing technology means fewer callbacks
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* 70% Savings based on a comparison of the total installed time of an Energi TriPak® Solution compared to a typical wired occupancy sensor solution. Lutron solution consists of one Lutron Maestro Wireless switch and one Radio Powr Savr® occupancy sensor.
dangerous. Due to its superior, patent-pending thermal management and maximum heat-dissipation design, it is also an excellent luminaire for areas with excessive heat, which can reduce the performance and life span of other fixtures.

The luminaire is available in cool, neutral and warm color temperatures and in ceiling and wall-mount options. Its housing is made of all die-cast aluminum construction; high temperature silicone gaskets and a natural, shot blasted aluminum finish. The fixture comes standard with a guard and a shock-resistant frosted globe that produces a smooth and uniform light distribution. Additional globe colors are available, including amber, blue, green, ruby andopal. Like all RAB LED products, it comes with a full five year bumper-to-bumper warranty that covers the fixture, driver and all other components.

“The VXLED26 offers the same economy and high performance characteristics as all of our Vaporproof LED fixtures plus it produces more lumens for applications that require higher light output,” says Ross Barna, CEO of RAB Lighting. “Pound for pound the VXLED26 is the clear choice to replace 200 Watt incandescent vaporproof fixtures.”

Havells Launches ENERGY STAR® LED Lamp Portfolio

Havells is now offering their full line of ENERGY STAR® rated LED lamps. Havells new long-life LED portfolio provides a wide range of bulb types with dimmable options, high light output, and guaranteed energy savings for all types of industrial, commercial, hospitality, and residential lighting applications.

Built with state-of-the-art LED chip technology, the new Havells A19, Decorative, Globes, MR16, and PAR LEDs are UL listed and meet or exceed ENERGY STAR’s strict standards for energy efficiency and performance. These LED lamps are available in 3000K warm white and offer an excellent color consistency of 80 CRI. Havells LED Lamps are also mercury-free and release virtually no ultraviolet (UV) or infrared (IR) emissions, making these lamps a genuine eco-friendly alternative for industrial and commercial lighting.

The fully dimmable 8W A19 LED produces 450 lumens and is a great replacement option for a 40W incandescent. Using only $0.96 a year in estimated energy costs based on 3 hours of use per day at a rate of .11< kWh, the 8W A19 LED provides a lifetime savings of $141 per lamp when used in place of its incandescent counterpart.

The dimmable 6W PAR20 LED delivers an impressive 250 lumens of warm white light while the dimmable 10W PAR30 provide 450 lumens. The dimmable 17 W PAR 38 offers a powerful light output of 765 lumens and a 75% energy savings over non-LED lamps. Each PAR lamp has a 25-degree spread for uniform light distribution paired with warm natural color rendering. With a minimum of 40,000 hours of maintenance-free operation, these LEDs are an effective retrofit replacement for incandescent and halogen PAR lamps.

The 3W Decorative Candle and 3W Frosted Globe deliver a warm glow that is ideal for decorative or general lighting in homes, shops, restaurants, and hotels. Both lamps have a short payback period and have low maintenance costs.

The 4W 165 Lumen MR16 is a powerful upgrade compared to traditional halogen reflector lamps and offers an 85% savings over the course of a year. This popular GU5.3 pin base lamp is great for replacing the decorative and track lighting found in restaurants, bars, hotels and lobbies.

Thanks to their luminous efficacy, energy efficiency and low maintenance, along with numerous ENERGY STAR rebate options, Havells LEDs are a cost-effective retrofit option for...
more applications than ever before. Excellent color rendering plus their high quality, no UV emissions, makes them ideal for museums, art galleries, shops, and virtually any application sensitive to product fading. Their incredibly long life translates to low maintenance costs, making these LEDs an excellent option for hard to reach settings like grand staircases and high ceilings. Adding to their versatility, LEDs also thrive in cold temperatures making them the best light source for coolers, freezers, and wine cellars. Their extremely low IR output also makes them ideal for heat sensitive food items like fish and chocolate.

The new Havells ENERGY STAR LED portfolio is now available and shipping. Every Havells LED lamp comes with a 5-year warranty that guarantees each LED lamp will operate for 5 years under a normal usage of 12 hours per day/7 days per week.

**TOSHIKA’S NEW LED CANDELABRAS BRING ELEGANT LIGHT, APPEALING SAVINGS**

New LED Lamps Offer Exquisite Style, Gorgeous Lighting and Attractive Energy Savings

For those seeking timeless elegance in their lighting – and the latest in energy efficiency – Toshiba International Corporation recently announced that it is introducing a new candelabra LED lamp that offers breathtakingly beautiful light and impressive energy savings.

Toshiba’s new candelabra 180 series is a direct replacement for a 25W incandescent candelabra and is designed to fit standard E12 and E26 socket fixtures. The lamp uses up to 84 percent less energy than incandescent candelabras.

Toshiba’s candelabra 180 is dimmable, contains no mercury or lead and is rated to last 25,000 hours – or up to 16 times longer than its incandescent equivalent.

The lamp comes in a 2700K color temperature and is available in a B11 bulb type with the option of either a frosted or clear finish. The frosted glass lamp offers 185 lumen output while the clear glass lamp offers 175 lumen output. To also fit standard E26 socket fixtures, each lamp comes with a removable adaptor to allow easy transition from application to application.

The lamps are backed by Toshiba’s 120-year heritage as a preferred lighting manufacturer in Japan and by Toshiba's reputation worldwide as a reliable manufacturer of quality electronics products.

Keystone offers a comprehensive line of high efficiency ballasts and occupancy sensors that qualify for many utility and municipality rebates. Specify Keystone ballasts and occupancy sensors on your next retrofit project to automatically qualify for lucrative incentives. Contact us to learn how easy it is to put some extra cash in your pocket... just by using Keystone, your source for engineered lighting solutions.

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Lutron Introduces Q-Control+ Apple iPad App for its Quantum Total Light Management System

iPad App offers simple, handheld control and monitoring enabling convenient, in-space adjustment and programming of light and shade level

Light control manufacturer Lutron Electronics recently had their debut of the much-anticipated Q-Control+ Apple® iPad® App for its Quantum® Total Light Management™ System. The app is designed to control and monitor real-time status of lights and shades of a facility (area-by-area), as well as program and adjust zone, scene and shade preset levels.

The Q-Control+ iPad app features

• Simple, intuitive touchscreen interface
• Ability to control, monitor and adjust light and shade levels, and reprogram lighting scenes and shade presets while in the space
• Configurable logins to allow secure access to the application and restricted visibility and control of areas

Introduced in 2009, the Lutron Quantum Total Light Management system provides an energy management and architectural light control solution that can be scaled to accommodate thousands of light and shade zones in any commercial building. The powerful and efficient light control system maximizes the use of light to improve comfort and productivity, simplify operations, reduce operating costs and save energy. The result is an elegant, flexible solution for both energy management and architectural lighting applications.

Quantum allows light and shade zones to be re-configured without rewiring, and the system is scalable from small, stand-alone spaces to whole floors, entire buildings, or multiple-building campuses. Powerful software enhances the flexibility of the system, and BACnet IP communication allows for integration with other building management systems.

The new Q-Control+ iPad app compliments the flexibility of Quantum by providing designers, facility managers, or end-users the ability to create the perfect lighting environment for commercial office buildings, hospitals, universities, hotels, convention centers, museums and more.

The Q-Control+ iPad App is available on Apple iTunes.

Universal Lighting Technologies Celebrates Triple Win at 42nd Annual Best of the Best Awards

Universal Lighting Technologies is the winner of three “Best of the Best” Awards for 2012, including Best Print Ad Campaign, Best Print Ad (Single), and Best Integrated Promotional Campaign. Hosted every year by TED Magazine, the national awards competition recognizes the best marketing and communications efforts in the lighting industry, covering advertising, public relations, social media, product literature, and more.

Best Print Ad Campaign

In 2011, Universal Lighting Technologies took a “back to the drawing board” approach to completely reevaluate its strategy toward consumer messaging, graphic design, and media buying. Adding grocery store owners and managers to the audience mix along with traditional targets like distributors and installers, the company created an all-new print campaign focused on a personal message of empowerment. The artistic style was a bold, high-concept design capturing the retro style of a 1940s propaganda poster—unlike anything else in the electrical industry magazines.

Five ads were created as part of the “Revolution” campaign, each with a distinct message within the overarching theme of empowerment. Rather than directing audiences to the company’s general homepage, each of these ads included a special web address (www.unvlt.com/save) and QR code leading to case studies addressing the specific needs of targeted audience.

Continued on page 25
Best Print Ad (Single)
With the Revolution campaign, the “Demand Control” ad focused specifically on DCL technology, which enables precise control of power and light levels on the circuit level without the need for expensive control wiring. The headline plays on the twin meanings of the word “demand”—as an industry term referring to the amount of energy required at a particular time and a common verb meaning to refuse to take no for an answer. The message: Now you can demand control over your energy costs, thanks to Universal Lighting Technologies. With minimal copy, the ad cuts to the chase, giving just the facts: up to 45% energy savings, no new wiring, and no installation headaches.

Best Integrated Promotional Campaign
Commercial building owners and facility managers have long been a target audience for Universal Lighting Technologies, but a broad approach simply isn’t cost effective at presenting an energy savings message. Therefore, in 2011, ULT designed and launched the Audience Segment Campaign to target specific, tightly focused segments within the building owner and facility manager audience who were currently underserved by the lighting industry and provided clear potential for significant energy savings with well-established lighting technologies.

Identifying grocery store owners/managers and parking garage owners/managers as the first two industry groups that clearly fit these criteria, Universal Lighting Technologies created unique brochures for each industry—addressing their specific needs with a detailed floor plan of each type of facility, explaining precisely which lighting technologies they could use where to slash energy costs. Next, print and digital mailings were designed to match the brochures. The first provided an industry-specific case study, the next focused on a specific product, and the third served as an invitation to a webinar. The objective was to create a wide variety of entry points to the grocery store or parking garage “story” ULT wanted to tell.

Epicor Continues to Expand Distribution-Specific Functionality in Latest Version of Wholesale Distribution ERP Solution
Wholesale Distributors to Benefit from Business Intelligence, Demand Planning and Rewards Program Features Now Available with Epicor Prophet 21

Epicor Software Corporation recently announced the general availability of version 12.9 of its Epicor Prophet 21 wholesale distribution enterprise resource planning (ERP) solution, featuring new
Customer Buying Trend Analysis, Demand Replenishment Planning, and Rewards Program functionality.

The Customer Buying Trend Analysis module for Prophet 21 applies a series of Six Sigma statistical models to determine a distributor's customer/item combinations that have a proven, consistent buying pattern. The system then reports on which of these customers’ buying habits are trending up or down the fastest, and the resulting financial impact. The system also proactively alerts the distributor as to which customers have stopped buying and how many sales dollars were missed. Epicor distributors are using this functionality to anticipate customer issues and recover tens of thousands of dollars every year that would otherwise have been lost.

Demand Replenishment Planning provides analytical tools to support purchasing stock now for long-term future requirements. Customer demand forecasts are generated out one year to determine future needs; purchase quantity is then based on need at the anticipated time of receipt of material. Future Stock Analysis Inquiries and Future Stock Analysis Reports in Prophet 21 allow distributors to see the changing stock position of an item over the next year, to help in planning for these future needs.

The Rewards Program option allows distributors to reward their customers for buying targeted items. A distributor can identify items or groups of items for which to offer rewards, based on product group, discount group, price family, or supplier, and can determine how quickly customers will be rewarded for purchasing these items or groups of items. The distributor also has the ability to limit rewards to customers who belong to a specific category.

Two types of rewards are available with the new version:

- Incentive points can be offered for purchases, which can be redeemed for other charge (non-physical) items such as training sessions or premium trips offered by the distributor to customers.
- Co-op rewards can be earned and then redeemed for credit for advertising expenses that the customer has incurred, based on the distributor's/supplier's guidelines for joint advertising. The redemption of co-op rewards will create a credit on the customer's account.

U.S. DEPARTMENT OF ENERGY APPROVES EXEMPTION FOR HALCO’S 700 SERIES T8 LAMPS
The Department of Energy Office of Hearings and Appeals has granted Halco Lighting Technologies’ a two-year exemption relief for certain T8 fluorescent lamps from the efficiency regulations that went into effect on July 14, 2012. This decision permits Halco to continue to manufacture its 700 Series T8 general service fluorescent lamps until July 14, 2014.

SATCO RECEIVES EXCEPTION FOR 700 SERIES T8 LAMPS FROM U.S. DEPARTMENT OF ENERGY
Satco Products, Inc. recently received notification from the U.S. Department of Energy that their application for relief exception, which would allow Satco to continue the manufacturing and sale of 700 series T8 lamps for an additional two years, was granted. This allows Satco to manufacture 700 Series T8 general service lamps until July 14, 2014.

Satco currently has a substantial amount of 700 series lamps in inventory and will continue the production of these lamps for an uninterrupted supply to our customers.

THE U.S. DEPARTMENT OF ENERGY GRANTS USHIO AMERICA EXEMPTION FOR 700 SERIES T8 LAMPS
The Office of Hearings and Appeals of the Department of Energy has granted USHIO AMERICA, INC. a 2-year exemption relief from the new efficiency regulations that go into effect on July 14, 2012 for certain T8 fluorescent lamps. As a result of this decision, USHIO may continue to manufacture its Ultra8™ T8 700 Series general service fluorescent lamps (GSFLs) until July 14, 2014. This will allow the 700 Series T8 fluorescent lamps to remain in the USHIO product catalog for an additional 2 years.
ProLED
New Elevator Series
- GBF & 1383 Options
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- 10-18V Range
- Low IR/UV Emissions
- RoHs Compliant
- 5-Year Warranty
- LM-79 Data Available

Illuminate the Difference
Award-winning ProLED elevator lamps are the latest in LED technology, offering low maintenance and high incentives, including energy and cost savings. With a long 40,000 hour life, these 2.8W lamps produce 145 lumens and save up-to $76 over the life of the lamp versus the 20W lamps they replace. Discover the difference with Halco Lighting Technologies.

For more information call 800.677.3334 or visit www.halcolighting.com
Witness the LED revolution at EiKO, as our LITESPAN line evolves to include LED based fixtures. EiKO's new line of LITESPAN fixtures by Sansi includes innovative and practical lighting options such as high bay fixtures, acorn-style post tops, parkade lights and recessed canopy fixtures.

Contact your sales representative today!