

Upcoming Webinars

May 7

Making Money in a Tough Market

Instructor: Al Bates

May 21

How to Sell and Design a Landscape Lighting System

Instructor: Joe Rey-Barreau, AIA, IES

CLC Credit: 1 hour

Sponsored by Hadco, a Philips Group Brand

May 27

Gaining the Advantage in Tough Times

Instructor: Steve Mulvany

Ideas for Using Your Free Lighting Magazines

More than 140,000 free copies of *Lighting* magazine have been distributed to ALA showrooms supporting the BiNational Advertising and PR Program.

Here are some ideas for using the magazine to connect with customers and increase sales:

- Provide the free \$7 magazine to every customer who walks in your door.
- With the free magazine, ask for their contact information, especially their e-mail, for future VIP communications.
- Place the magazines in the special display rack shipped to you soon.
- Make sure all of your key clients, architects, interior designer, builders, etc., receive a copy.
- Pass it out with your business card at home shows, interior designer events.
- Host a product training with designers and provide all with a copy of *Lighting*.
- Send out an e-mail notice to VIP customers to come into store for a free magazine and a discount of products.
- Give the magazine to local home and garden editors with your business contact info to generate story interest.
- Mail a copy as a gift to your highest end VIP clientele with a personalized note.

If you have not yet ordered your magazines, please contact Larry Lauck at llauck@americanlightingassoc.com or 800-605-4448, ext. 27.

Connecticut Lighting Centers Use Free Tickets, Lighting Contest to Build Database

David Director, CLC, president of Connecticut Lighting Centers, added a large number of new names to his marketing database this spring through a Home Show free ticket promotion and a landscape lighting contest.

As marketing director for the Home Builders Association of Hartford County, Director was able to secure 1,500 tickets to the HBA's 62nd Home and Remodeling Show.

"Because we promote the Home Show through our advertising, including online, radio and newsprint, the HBA allows us to have these tickets," explains Director. "It's good for us because it drives traffic into the showroom and good for the HBA because it drives attendance to the Home Show."

To receive two free tickets, customers had to come into the showroom and sign up for the Connecticut Lighting Center e-mail list.

"We wouldn't mail the free Home Show tickets," said Director. "They had to physically come to the store to get them."

A second promotion running at the same time allowed Connecticut Lighting Centers' Web site visitors to register for a prize of \$1,000 in landscape lighting from Kichler Lighting.

"Our hope is that the winner will purchase more than \$1,000 worth," said Director, "but the potential customer information captured was worth it regardless. Between the 750 pairs of free Home Show tickets and the Kichler contest, we secured more than 1,400 new names for our database."

The showroom furthered its exposure to Home Show attendees by exhibiting at a booth and also supplying the landscape lighting for the show's centerpiece Midsummer's Night Dreamscape.

"They actually had to build and plant the Dreamscape," said Director. "It was a 3,000 sq. ft. landscape display with a working waterfall and lots of landscape lighting. To give you an idea of the scale, we were able to display 30 different styles of just path lights."

The Dreamscape exhibit tied in somewhat with both promotions being held by the showroom.

Consumers attending the Home Show courtesy of Connecticut Lighting Centers could see more of their products in action, and consumers registering for the online landscape lighting drawing could go to the Home Show to get landscape lighting ideas.

New Sales Training DVDs Available Soon from ALA

A new series of sales training seminars to complement the *Residential Lighting Training Manual* technical knowledge will soon be available on DVD for purchase through the ALA.

The DVD seminars are produced and conducted by the ALA's Consulting Director of Education and popular instructor Joseph A. Rey-Barreau, AIA, IES, as part of his Residential Lighting Sales Success System™.

Seminar titles include:

- *Ten Best Practices of Highly Successful Residential Lighting Sales Professionals*
- *Suggestive and Persuasive Selling: The Foundation of Sales Success*
- *How to Use Elements of Light and Color as a Sales Tool*