

Upcoming Live Webinars

Sept. 16 • 11 a.m. Central

The LED Products Every Showroom Should Stock and Sell

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Upcoming Recorded Webinars

Sept. 6 – Sept. 10

How to Sell Lighting Controls and Increase Your Profit Margins

Recorded April 2009

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Webinar Instructor: Joe Rey-Barreau

Download registration forms from www.americanlightingassoc.com/members.

Lighting Makeover Entries Due to ALA Oct. 1 – Oct. 15

The \$5,000 Home Lighting Makeover Sweepstakes has garnered thousands of entries both online and through participating member showrooms.

Showrooms are asked to hold their paper entries until after the Sept. 30 end date.

Beginning Oct. 1, entries should be mailed to:

Lighting Makeover Sweepstakes
American Lighting Association
P.O. Box 420288
Dallas, TX 75342-0288

All entries must be received by the ALA no later than Oct. 15.

Proactive Showrooms is a publication of the American Lighting Association. Send business tips and story ideas to skelley@americanlightingassoc.com.

Distinctive Lighting Hosts Frequent Events to Bring in New and Existing Customers

Distinctive Lighting in Bozeman, Mont., frequently plays host not only to its own events, but to those of local community and business organizations, a tactic that showroom owner/general manager Bill Fiedler credits with expanding his client base.

“Hosting functions at the store is one of my favorite and most effective ways of getting both my lifelong customers and potential new customers into the store,” said Fiedler. “It’s amazing how often I hear, ‘Wow! I’ve never been in here before. It’s beautiful!’”

The showroom’s events range from simple networking opportunities with light appetizers and drinks to more educationally focused sessions, like the Green Drinks gathering recently held for customers, where manufacturers’ representatives were on hand to show the newest energy efficient lighting products.

“We are also involved in as many community and business groups as we can possibly get out to, meeting as many people as we can,” said Fiedler. “Any opportunity we have to host those groups, we jump on.”

This year, the showroom will hold functions for the Southwest Montana Building Industry Association, the Gallatin Valley Independent Business Alliance, the Bozeman Area Chamber of Commerce and the National Kitchen and Bath Association in addition to its own events for customers.

The goal of most of Distinctive Lighting’s events is to bring people into the showroom, but, once a year, the store does hold a sales event.

“We do an annual sales event every December, just in time for the holiday gift giving season,” said Fiedler. “The event is generally in the evening and includes wine, champagne and hors d’oeuvres.



Jody Hester (Realtor, Bozeman Broker Group), John Chadwick (Flooring Consultant, Gallatin Valley Furniture Carpet One) and Marie McSpadden (Owner, American Land Title) enjoy one of the many gatherings hosted at the Distinctive Lighting showroom each year.

We offer discounts in addition to the already reduced holiday sales merchandise, and in one three-hour stretch, we have done as much as an entire week’s worth of sales.”

Distinctive Lighting will often partner with other local businesses to provide food and beverages. At the Green Drinks event, a local restaurant set up a taco bar and a local wine and spirits shop made margaritas for guests.

“We do everything we can to support other local businesses,” notes Fiedler. “If you are involved in your community, your community will be involved with your store.”

To promote the gatherings, Fiedler often turns to social media.

“We use Facebook to constantly promote our upcoming events and to get people excited and talking about them,” he said. “It is a very effective tool and costs nothing. We offer specials via Facebook almost daily, giving our current clients and potential clients an excuse to stop in to see us more frequently.”



Take a Long-Term Approach to Sales Leads

Unless they opt-out, continue to send emails and other marketing to sales leads even if they are not ready to buy right now. Three months or three years from now when they are ready to buy, you want to be the retailer they think of first.