

## Unlock Sales with ALA Live Webinars

ALA webinars are valuable training sessions with the latest lighting ideas and technical information that can help you stay ahead of your competition.

ALA webinars require no travel and only a limited amount of time away from your work. Webinar participants listen to an ALA instructor through a conference call while following the instructor's slides on their computer through the internet.



Questions may be submitted through the web page's chat feature, and the session lasts approximately one hour. Registered participants will receive one CLC credit hour following completion of the webinar.

## Webinar Testimonials

"The ALA webinars are chalk full of information, and as a Lighting Specialist I feel it is important to keep up-to-date with the new technologies and changes. With the knowledge gained, I can present myself as a professional, and I have learned how important it is to be able to tell the story behind our products. I have found that when useful and accurate information is given it helps in securing a sale."  
-Diana Fedun, McClinnis Lighting

"The ALA offers great resources for retailers committed to ongoing improvement and growth. I saw a great ad for a showroom once which depicted all their professionally dressed ALA CLC associates with a headline and copy along the lines of: 'At ABC Lighting we have more Certified Lighting Consultants than anyone else in \_\_\_\_\_. For expert advice on lighting your home in its very best light, call or visit us.'  
-James Fleming, Camelot Consulting Group

## Showroom Enters World of E-Commerce

Based in Plymouth, Mass., Granite City Electric Supply Co. has four lighting showroom locations in Bellingham, Plymouth, Quincy and South Yarmouth, Mass. Last month, the company recently made the decision to add e-commerce capability to its website. ([www.granitecityelectric.com](http://www.granitecityelectric.com)). Working with XOLights, Granite City Electric designed a website that is yielding results in more ways than one.

"We wanted to get into the e-commerce world for a few years but the time was finally right," says Erin Duffy, residential lighting manager for Granite City Electric. "The consumer was coming to us looking to shop online and we had nothing to offer."

### Offering Options

According to Duffy, Granite City felt like it was losing business by not offering customers the option to both research products and buy them online. "We don't want to take business away from our showrooms but we want to enter a new market," she says. "And that's what we're doing with the website."

But Granite City Electric has also discovered that having an e-commerce presence helps with local business, too.

"It's helped within the showrooms because the salespeople can send the consumer home to shop online where they can do their research and start a wish list," Duffy says. "They're coming into the store prepared instead of coming into the showroom blind and getting overwhelmed. They're doing their homework before they come in. They already know what these fixtures are going to cost them."

Although Granite City Electric has only been online for a month, so far the company has received two orders from out of its territory, which Duffy attributes to the showroom's Google PPC (pay per click) campaign.

"People are finding us through our pay per click campaign and it's not consumers who know who we are because we're down the street from where they live," she says. "They're finding us online, which is the additional market we want to go after. It's starting to work."

### Benefits Boon

Although the showroom's e-commerce website has only been up for about a month, already the showroom is reaping benefits.

"It's helping the salespeople, it's helping the consumer," Duffy says. "We're generating profit and we're generating orders while we're never even touching the customer. You arrive in the morning and you have a thousand-dollar order that was placed online at 10 o'clock at night."

In addition to boasting an online, e-commerce presence, Granite City Electric is also conducting an e-mail marketing campaign and signing up to participate in Groupon.

"We're trying to think out of the box and do some non-traditional advertising," Duffy says. "Advertising can get really expensive and with the internet it doesn't have to be."

Duffy encourages other showrooms to get online if they aren't already.

"As showrooms, we have to be online," Duffy says. "That's how we're all going to stay in business. Online shopping is a sign of the times. If you want to stay in today's retail market you have to be online because that's where consumers are going to start their research before they buy. We saw results almost immediately."