

Best Practice in Sales Presentation of Energy Efficient Lighting Project

When preparing a sales presentation for an energy efficient lighting project, it is common knowledge that one should highlight the benefits before the costs. Yet, what benefits should be included in the presentation and in what order? When should cost issues be addressed? What other factors should also be included in the consideration? The following list of key factors on energy efficient lighting project is field-tested to be effective in sales pitch, courtesy of [Northwest Lighting Network](#) and its Lighting Consultants team:

1. Annual savings (on energy and maintenance)
2. Percent saved overall
3. Incentive available
4. Any tax credits and/or deductions
5. Non-energy saving benefits (safety, security, higher productivity and morale due to better lighting)
6. Return on investment as a percentage
7. Finance options/payments
8. Out of pocket costs to customer
9. Total project cost

To find out how Aleddra can help you with your energy efficient lighting retrofit, contact your local distributors or Aleddra at 425-430-4555, or email us at sales@aleddra.com.

Free Best Practice Resources on Energy Efficient Lighting

Northwest Trade Ally Network (NW TAN), part of a larger [Northwest Lighting Network](#), is non-profit organization funded by [Bonneville Power Administration](#) with the mission of making energy-efficient lighting as accessible and profitable for lighting professionals in commercial and industrial lighting retrofit market. By working closely with utility companies in the Pacific Northwest and offering free training seminars and consultation, it has contributed significantly the wide acceptance of energy-efficient lighting retrofit in the region and the adoption of best practice for retrofit installation. Its website offers upcoming training schedule, trade ally listing, and best practice guidelines. Here are but a few valuable references from NW TAN:

- Lighting templates for common retrofit applications ([download](#))
- Lighting retrofit guidelines for energy audit ([download](#))
- Lighting retrofit guidelines for industrial facilities ([download](#))
- Lightning retrofit guidelines for retail facilities ([download](#))

For more information on NW TAN, please visit www.northwest-lighting.com.

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Mark Your Calendar:

- **LEducation6**, March 20, 2012, New York, NY, [more ...](#)
- **LIGHTFAIR International**, April 23-25, 2013, Philadelphia, PA, [more ...](#)

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