

## OBSTACLES TO PARTICIPATION IN STANDARD PROGRAMS



- Small to mid-size business customers are hard to reach
- Limited capital
- “Co-Pay” discourages participation
- Customers too busy to jump through hoops



## PROGRAM OVERVIEW

- Revised marketing message to include FREE
  - Fixtures are FREE
  - Customer just has to install them
- Made participation very easy
  - Minimal Paperwork
  - Project Coordinator manages entire process
  - Installation contractors on standby
- Program costs are embedded in “per fixture” fees
- Fixtures must operate from dusk to dawn

**FREE!**

**EASY**





# LESSONS LEARNED



**FREE works!**  
• "FREE" has to mean "FREE"



**Customers want to upgrade ALL exterior lighting**



**Don't assume Landlords/Owners won't want to participate**



**Most customers are hiring an electrician**  
• Customers want a contractor recommendation  
• Must have participating electrical contractors



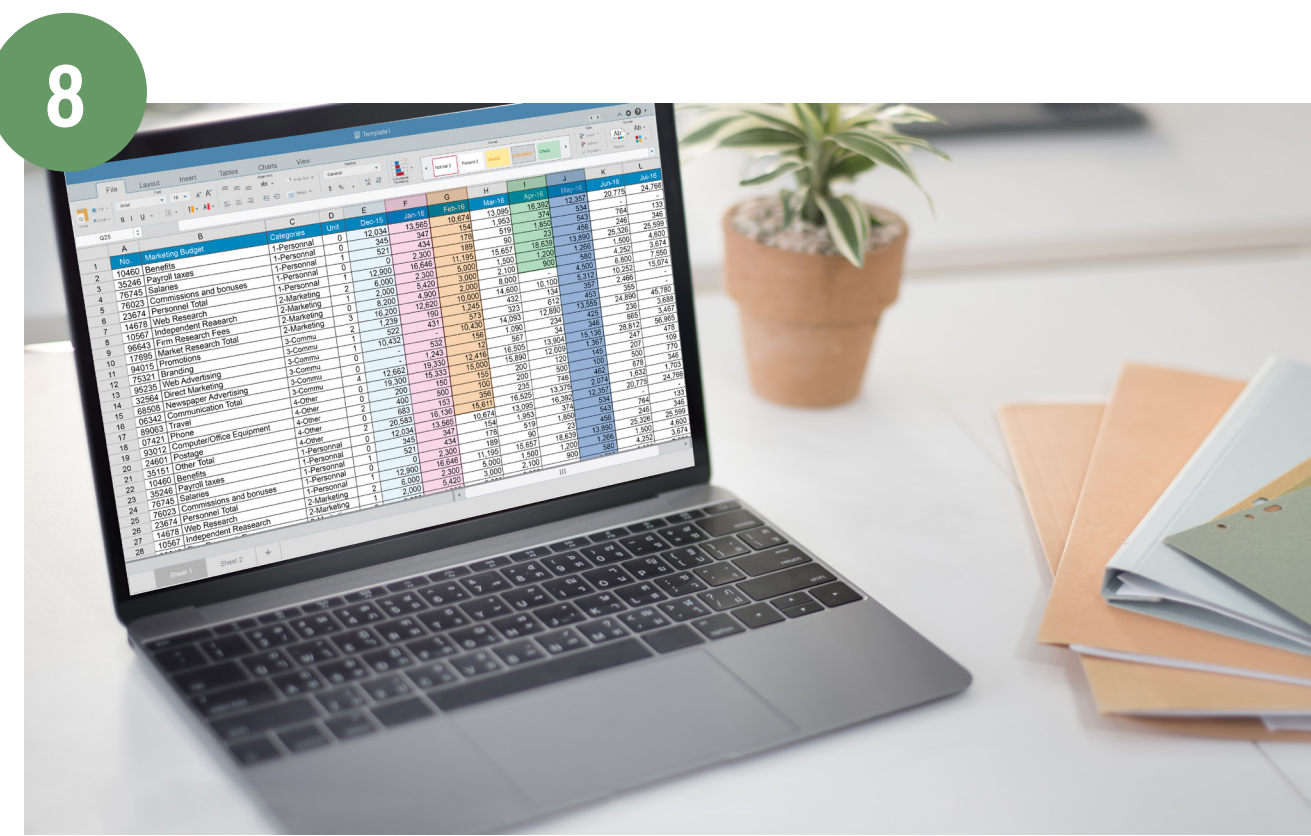
**Be persistent**  
• Each project averages 4-6 customer touches/visits



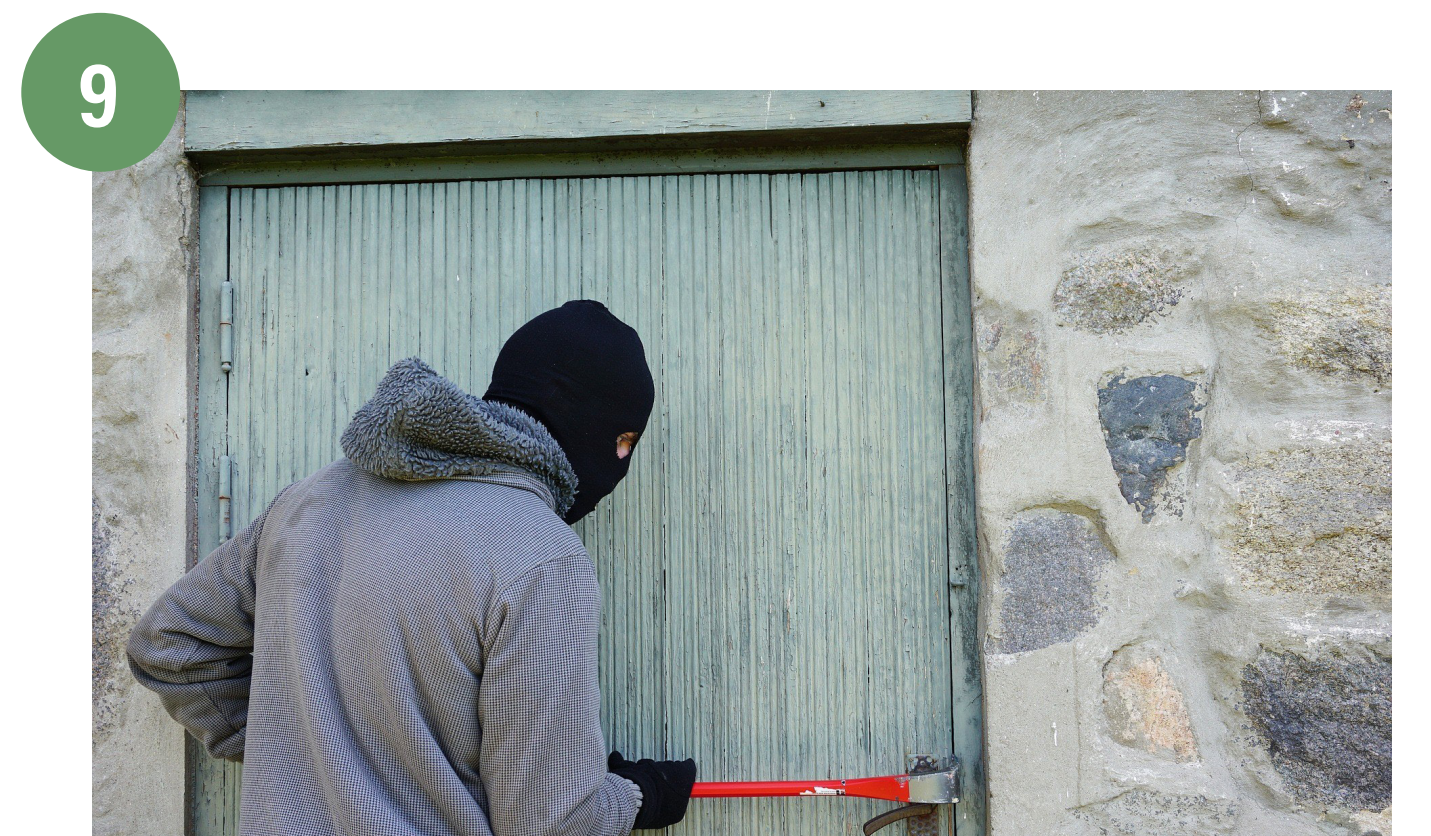
**Average installation cost per fixture:**  
• Area lights: \$170  
• Wall packs: \$120



**Approved product lists are fluid**



**Set product specs as broadly as possible**



**Protect the product**  
• Contractor accountability  
• 60 days to install



**Characteristics of the Field Manager**  
• Multi-Tasker/Project Management  
• Sales experience  
• Lighting/Electrical knowledge  
• Product knowledge



**Listen to customers and refine your approach**



**Minimum monthly revenue required for program implementor**