

The Philips logo is displayed in a white rounded rectangle with a blue gradient at the bottom. The background of the entire page is a photograph of a modern bedroom with a bed, a chair, and a lamp.

Next Level

2015 U.S. Philips Lighting Application Center Course Description

Selling Lighting Systems **Workshop**

The three-day Selling Lighting Systems Workshop focuses on how to identify the most promising lighting opportunities, position lighting options for maximum impact, and communicate the benefits that matter most.

Participants work interactively, share best practices, and continuously test themselves by putting the ideas into their own words.

Workshop Agenda

- The Proven Path
- The Human and Business Impacts of Lighting
- Monetizing the Benefits of Lighting
- Selling the Total Cost of Ownership
- Selling Advanced lighting Systems
- Competitive positioning

Learning Objectives

At the completion of the Selling Lighting Systems Workshop, participants should be able to:

- Identify opportunities to upgrade lighting quality
- Secure and assess demonstrations of proposed lighting upgrades in customer facilities
- Guide customers to monetize lighting benefits, calculate lighting costs and ROI (customer owns the data)
- Position LED and other advanced lighting solutions against competition

Logistics

The workshop begins at 8:15 AM on Day 1, participants should arrive the night before. The workshop ends at 12:30 PM on Day 3; participants who are flying home should arrange flights that depart Newark airport after 3:00 PM. Lunch and refreshments are provided. Day 1 will be extended to include an off-site exercise - attendance is required, followed by a group dinner. Other logistical details are available upon registration.

20
Contact
Hours

Who Should Attend

The Selling Lighting Systems workshop is intended for lighting salespeople with at least three years of experience who want to increase their value-added sales. The workshop assumes technical background, and participation is by invitation from the local Philips sales team.

US Workshop Fee: \$525 USD — [Register Now](#)

Location: Somerset, NJ

Scheduled dates

(please refer to www.philips.com/lightingapplicationcenter for final confirmed course dates):

October 28-30

Please email Yolanda Adornato at yolanda.adornato@philips.com with any questions.

