



How to Walk Your Customer Through the Options

What is the best way to walk your customer through the three tiers of accent lights? Every professional landscaper will have his or her individual preferences, but here are some tips from the experts:

Important Features

Even before you discuss the product options, try to get a sense of which product features might be most important to your customer. Be a good observer of the property inside and out and see what you can learn through casual conversation.

Easy Decision Path

Your goal is to create an easy decision path. Help the customer to quickly discern the unique benefits of each price tier.

Keep it Simple

Be selective and keep it simple. Not every feature is worthy of mention, only those that could tip their decision one way or another.

Good, Better, Best

It's OK to use the words "good," "better," and "best" because it helps the customer to understand the situation faster.

Added Features

As you walk the customer through the tiers, emphasize the added features and why they would be important to them, both in the short and long term ownership of their project.

UPSELLING ACCENT LIGHTS

If your customer is leaning toward drop-in accent lights because of the low price point, help them understand that there are other choices that may be better for them in the long run.

For instance, our integrated LED accent light is highly engineered and sealed from the elements, which means it provides many years of reliable service – without bulb changing.

Drop-in accent fixtures, on the other hand, which are also referred to as "retrofits" or "fixture and lamp products," may require attention after a few years, when the LED bulbs inside require changing. Check with your distributor, but in most cases, the difference in price between drop-in and integrated accent is manageable.

It can be justified based on the upgrade in performance and cost savings in the long run, such as:

- Longer performance life (with a longer warranty)
- Better quality of light
- No need to change the bulbs
- No limitations of light or lumen output (like with drop-in)

These are all reasons to lead your customer toward integrated LED accent lights which, over time, may bring greater satisfaction.

WHY UPSSELL?

As a professional, you provide a lot more value to your customer – better light quality from day one and many more years of reliable performance without the need for service. These benefits – and the superior engineering of the integrated accent light – exceed the upsell costs. Your customer's home and landscape, and the reliable performance and longevity of the integrated accent fixtures will bring peace of mind to your customer.

One effective technique for upselling is to hand an integrated fixture to your customer and let them feel the weight of it. Then, explain to them that the product is heavy for a reason. There's advanced technology inside that enables that fixture to produce uniform, quality light over a long period of time. That's why we can confidently offer a remarkable warranty on integrated LED accent fixtures.

