

CAN LIGHTING DEMOS HELP CONTRACTORS WIN MORE JOBS?

Why a show-and-tell approach can be successful in landing more clients.



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Landing a new outdoor lighting client takes investment of time, effort and resources. Because of this, it's important to win jobs in an efficient and effective way. For Jhy Musselman, district sales manager at Unique Lightings Systems, lighting demos have helped him successfully add to his client list.

"The demo taps into the emotional experience, helping the owner envision what their property could and should look like once lighting has been installed," Musselman said. "The demo sets the expectation for the ongoing nightly experience."

Adopting a show-and-tell approach through on-site lighting demonstrations can be a way to land more clients, win more jobs and potentially even expand a contractor's business

WHAT IS A LIGHTING DEMO?

Demos take place on the site of the intended property, whether it's a residence or commercial site. The intention is for the customer to become educated visually, and for them to understand the impact of a properly lit area.

The demo size is relative to the scope of the project. For a standard residential single-family home, about 15 to 20 lights would be enough to convey the visual information to the potential client. For a large estate, that number may increase to 50-75 lights because of the size of property. A commercial property or an entryway may need a 50- to 100-light demo to make it most effective.

Demo kits can vary in size. Earlier in his career when Musselman owned a design build landscape company, he started with a three-light kit, which worked well for him at the time. Over the years and as he realized a kit's significance in closing a deal, he grew his light demo equipment to at least eight kits with a minimum of 16 lights.

WHY USE LIGHTING DEMOS?

One of the primary reasons to use lighting demos is to educate the homeowner. Seeing a space light up in person can help sell the jobs.

"It helps for homeowners to see what their own system will look like," Musselman said. "You can scare someone with a price tag, but if you can show them, then you have that buy in."

Additionally, demos help increase jobs by showing why a light might be necessary where a homeowner hadn't considered one could be placed. Musselman calls this "Objection Prevention."

"The customer may say I don't need a light in the middle of my beautiful hardscape deck or driveway, or on my second story," he said. "Then when they see the light selected to be demoed in that area, they realize they can't live without it."

Along with educating the homeowner, lighting demos guide and teach the designer or contractor. They can learn more about the art of the perfect design, especially about lamp selection and the purpose of certain fixtures needed for a desired effect.





"What sets a Unique Lighting Systems demo apart from the others is they are purpose driven to make sure the customer and contractor are on the same visual page of expectations," Musselman said.

Despite technology advances for designers to show lighting through software programs, Musselman said onsite demos still work.

"Even the best virtual images have an artificial feel," he said. "You can't live, breathe, and experience the intention of the lighting design for the property."

DEMO LIGHTING SUCCESS

Musselman said demos continue to be a successful way to close sales for him.

"The two largest projects that I've had the privilege to design and help engineer both came from demos," he said.



One was an entryway where Musselman demoed 120 lights and ran it from a gas generator because there was no electric on site yet. That display turned into a 2,200-light project. Another demo for a housing community only required setting up 40 to 50 lights, but it became over 3,800 lights installed across the master planned community.

Musselman's favorite demo has been the opportunity to create a landscape lighting portrait at the property of a former President of the United States. It started as lighting three trees in a park-like setting.

"I knew the significance of the three trees being the star of the show, but there was a supporting cast of trees and plants as well as intricate pathways to stroll the garden around them that needed to be lit in order to show the proper attention to those three trees," Musselman said.

He laid out a demo with 70 lights to give a better understand of how the outdoor space could look.

"The President and First Lady were ecstatic at the transformation of the garden and even stated that they wanted to spend the evening out there to enjoy the lighting late into the night," Musselman said.

The project ended up finishing at over 150 lights after starting with lighting three trees.

"The art of the demo is interpreting what they're asking for and showing them what they really want," Musselman said. "Seeing is believing."

For more information about Unique Lighting System products and how demos can help your business, reach out to your local representative or check them out at [visit *uniquelighting.com*](http://visit uniquelighting.com).

