



UNLOCKING OPPORTUNITY

1) OPPORTUNITY



Learning about your business focus.
Defining and valuing the opportunity
A little product talk
Agreeing to next steps and actions

2) UNLOCK PROFITS



Confirming and new information
Play with the product, hands-on
Making money with this opportunity
Agreeing to next steps and actions

3) WELCOME!



DISTRIBUTORS

Signing our Agreement
Choosing your Price Level
Web Login Resources
Packages and Pricing
Marketing and Training Resources

BUILDERS

Web Login Resources
The Two-Question Engaged Sale
Packages and Pricing
Model Home Program and Audio Messaging
Converting Existing Model Homes
Video Resources

4) RELATIONSHIP



Scheduled dates for business reviews
Reviewing Performance, Incentives and Marketing
Reviewing Leads, Market and Competition

PRIDE



OUR GUARANTEE

PRACTICAL – Sensible products, real problems.
REDEEMING – Converting cost into value.
INTUITIVE – Understandable and usable.
DEPENDABLE – Traditional reliability.
EXECUTION – Staying with existing resources.



WHAT IS THE COMBINATION?

Share your experience. What are each Buyer's Top 5 priorities for New Electrical Products?

CONSUMERS



Priority:	Top 5:
Switches are always where I want them	
Switches are portable, free from the structure	
Can be used by everyone in the home	
Works the day I move in	
No controls or systems to learn	
Master switch capable	
Can be moved as desired	
Saves materials and cost	
Works both inside and outside	
Dependable and reliable	
No damage to walls or tiles	
Projects completed faster	

BUILDERS



Priority:	Top 5:
Solves a problem every buyer is experiencing	
Affordable for every Home Buyer	
Gives me a competitive advantage to attract customers	
Works the day they move in	
Delivers consistent result via current systems and capabilities	
Can be used by every member of the family	
Saves materials and cost on every build	
Does not interfere with the sales process of the home	
Speeds the home to delivery	
Reliable as traditional methods and products	

CONTRACTORS



Priority:	Top 5:
Faster installations to improve profit	
Eliminates the need to fish wire for switch renovations	
Saves materials and cost on every project	
Dependable and reliable	
No customer training to operate or maintain	
No special estimating skills to produce a quote	
No external connections or equipment to cause call backs	
Scalable to do small and large jobs	
Gives a competitive advantage to attract customers	
Less labour needed for installation	

