

Stage a Demo. Seal the Deal.

Earn Your Kichler® Landscape Lighting FREE Custom Demo Kit

with qualifying purchase*

Presentation is everything. When you do your selling by showing, there's a light that goes on in a homeowner's head. It can switch a maybe or even a no, to possibly a yes. Once customers see the landscape lighting set up in their outdoor space, the more likely they are to close a deal. That's why Kichler Lighting is offering LightPro™ Rewards members an opportunity to earn a free demo kit.



Did you know that 4 out of 5 homeowners respond to a demo by signing on the dotted line?



How to Order Your Custom Demo Kit

- Join Kichler's LightPro Rewards program if you're not already a member.
- Select your products. For versatility, we suggest:
 - 3 VLO accent lights at 35° (2 small, one large)
 - 3 VLO accent lights at 60° (2 small, one large)
 - A few path lights
 - A 300-watt transformer
- Contact your participating LightPro Distributor and ask them to place the order through your Kichler Sales Representative.
- Pick up your demo kit.

*Custom Landscape Lighting Demo Kit Requirements

1. You must purchase 5X the invoiced dollar value of the demo kit from a participating LightPro distributor within 150 days of the demo kit invoice date.
2. Only landscape lighting products and corresponding invoiced dollar values qualify for the demo kit program.
3. Demo kit product selection may not exceed three of the same product SKUs.
4. Demo kit must include a Kichler transformer.
5. Battery packs (76BK), freight charges, and taxes are not counted in the value of the demo kit invoice dollar goal.
6. Only purchases from the originating LightPro distributor are counted towards the demo kit invoice dollar goal.
7. Previous product purchases don't qualify toward a demo kit invoice dollar goal and required purchases cannot be prorated.
8. If the LightPro member fails to earn a demo kit, by purchasing 5X the value of the demo kit invoice within 150 days, the LightPro member is responsible for paying the distributor for the demo kit invoice.
9. You are eligible to earn multiple kits during a calendar year with Regional Manager's prior approval.

Note: Kichler Lighting and the distributor have the right to decline LightPro member's demo kit requests.

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Making the Most of Your Free Demo Kit



Sell with a Snapshot

You don't have to light up the whole yard, just a strategic part of it, such as a section of the house or yard.

Ask your homeowners what they want to illuminate and why? Is it for safety? Or to showcase specific architecture, trees, or plants? Show them just enough to create enthusiasm and trust that you are the one to do the job.



Set Up in Daylight. Adjust at Dusk.

Set up your demo in daylight and come back at dusk to turn on the lights. Once on, take a step back and watch the homeowner feel the “wow” effect, and be amazed at what landscape lighting can do for their home. Walk the property with the homeowner and invite opinions. Many homeowners will fill in the dark areas as they walk along and view the demo; potentially increasing the value of the proposed lighting package.



Sample Your Service

A demo is an ideal way to show a homeowner what it's like to work with you. Are you willing to take the time to listen, or is this just another sales call? Sometimes homeowners have lighting ideas but cannot articulate them like you can. Keep your ears and eyes open. You might have the landscape lighting answer in which they have been looking.

Invest in the Extras

You want your demo to be efficient, effective, and safe. Here are a few things to consider having on hand:

- An extension cord to connect the transformer in case there's no outlet nearby.
- Rugs or doormats to cover any wires that may cross over sidewalks or high traffic areas to avoid any trips or falls.
- A hard-shell briefcase to protect demo fixtures and give your kit a more professional look.
- Quick connects and pre-cut lengths of 12-gauge wire to help you set up and take down your demo more quickly.
- Battery packs (76BK) so your demo kits can be more flexible to the prospect's property and lighting design.