



**verde**  
SOLUTIONS

## **Product-based selling approach**

- Emphasis on features
- Price and availability are key
- Value is defined by the product
- Salesperson brings a little value
- Salesperson sells more  
by working harder

## **Consultative selling approach**

- Emphasis on values
- Price is less important than value
- Value is defined by the customer
- Salesperson helps define value/benefit
- Salesperson (consultant) sells more  
by working smarter

Creating value and trust by building a relationship and exploring client's needs **BEFORE** offering a solution

## Consultative Selling

### Generate Demand

Bring in a lead and **nurture** them through the sales funnel



### Research

Collect background information to **prepare** the right questions.



### Ask

Keep a natural conversation focused on the lead with the **intention** of uncovering pain points.



### Solve

Recommend a product or service that will provide **value** and **relieve pain points**.





Research

Qualify

Ask

Listen

Educate

Close

Gallup reports that less than half of clients believe sellers adequately address their problems



This problem stems from seller's mismatched solutions and client's needs.



Salespeople need a framework for making best use of limited time across numerous interactions.



The answer is a consultative approach.

## RESEARCH -

- Client, business & industry
- Competition
- Assume buying motives

## Qualify - PIF

- Does the client *really* have a need
- Can you help them
- Learn client's goals, challenges, plans, budget, timelines, needs, motivation & budget



## LISTEN-CNA

- Pay attention
- Take notes
- Look for buying signals
- Determine level of enthusiasm
- Establish Pain Points
- Client agrees to pain points



## EDUCATE

- Provide technical insight to client needs and concerns
- Educate client on the company's ability to help them
- Provide references



## PROVIDE THE RIGHT SOLUTIONS

- What does the client actually need
- How can you get them from point A to Point B
- Utilize experts
- Create a solid proposal that identifies pain points, goals and benefits

## CLOSE

- Review pain points
- Get buy in & ask for the business

Balance Questions With Insights

Build Knowledge-Based Trust

Take Ownership of the Conversation

Let Feedback Guide the Process

Research Client Needs and Offer Relevant Findings



REASONS PEOPLE NEED LED LIGHTING = SIMPLE

**S**AFETY

**I**MAGE

**M**AINTENANCE

**P**OOR LIGHTING

**L**ONG-TERM SAVINGS

**E**NERGY EFFICIENT



# SAFETY

- Is your facility safe for employees, customers, and neighborhood?
- Is it bright enough for employees to see well enough to do their jobs?  
(Manufacturing-→machinery, healthcare-→surgery, patient care)
- Does low visibility impact the safety of the outside of your facility and/or the parking lots?



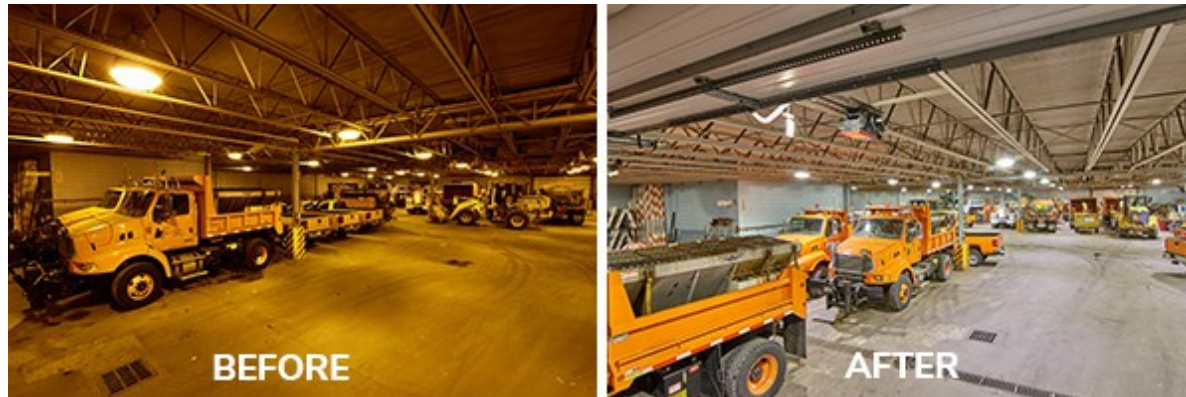
## IMAGE

- Company Image - What does the facility say about the company?
- Client Option - If their most important client came to visit-what would they think?
- Employee Morale - People feel proud of professional environments
- Market/Advertise - Use the upgrade as a selling tool



# MAINTENANCE

- Time - Maintaining current lighting system
- Cost - Expense of current lighting system
- Outside Contractors - Hiring outside contractors to replace lamps
- Disposal - Recycling and fees
- Hassle





## POOR LIGHTING

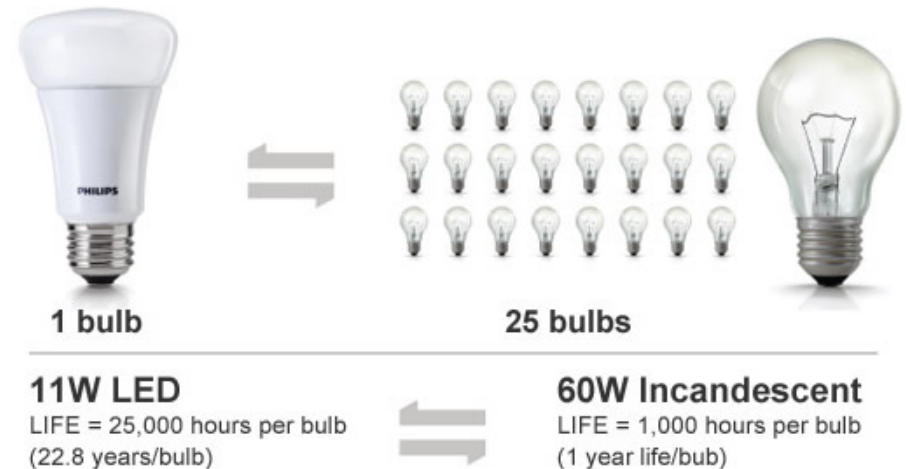
- Dark spots
- Poor layout
- Not enough lighting
- Too many fixtures
- Old fixtures
- Damaged fixtures
- Light sensitivity



## LONG-TERM SAVINGS

- Electric bill is way too high
- High run times
- No occupancy sensors and lights remain on with low occupancy
- Want to save money
- Want quick pay back

### The Savings...



## ENERGY EFFICIENT

- Environmentally friendly
- Want to improve their carbon footprint
- Want to market themselves as being “green”
- Want to earn accolades related to being green
- Want to appeal to millennials-increase their customer base
- Have a requirement to improve their environmental efforts
- Better work environment

### LONGER LIFE

With a 50,000 hour lifespan, LEDs last longer than any other alternative



### ENERGY EFFICIENT

Save up to 75% in energy consumption



### ECO-FRIENDLY

Mercury free, and generates less heat. Ideal for lower carbon footprint





## ***Comprehensive Audit Services***

Energy audits vary in depth based upon the clients' technology request. Our dedicated team of professional engineers, Certified Energy Managers (CEM), and LEED certified consultants will walk you through each audit to ensure we have a complete understanding of your energy needs.



## ***Product Expertise***

Our extensive partnerships with global suppliers allow us to create a customized product solution that fits our clients' specific needs. Our ability to be product neutral provides significant price benefits as well.



## ***Installation Services***

Verde Solutions has an extensive network of highly trained, certified electricians nationwide that adhere to the highest safety standards. We ensure exceptional project execution completed in a timely and efficient manner.



## ***Rebates & Incentives***

As a partner to more than 120 utility companies across the nation, our dedicated, trained team processes rebates for every solution including prescriptive, performance-based and custom.



## ***Financing Options***

Verde Solutions' third party financing options create available funds specific to your project needs and are often cash flow positive in year one. We provide precise savings estimates using independent, standards-based energy verification equipment.

### Prove It

- Provide References
- Highlight Success Stories
- Use Case Studies



**BUILD RAPPORT:** Ask open ended questions

- Tell me about your business?
- How long have you been in business?
- When did you start? What is your role?
- Why do your customers go to you over your competitors?
- Who are your competitors?

**MOTIVATION:** Make notes and circle back to them later

- What motivated you to look into an LED upgrade?
- Why now? (they may offer pain points here)

**About Verde Solutions:**

- ✓ We started in 2012
- ✓ Our CEO, Chris Gersch, started the company with mostly educating people on how to become energy efficient. Today we design and install commercial LED lighting systems, help clients save thousands of dollars through our programs and even design and build commercial and residential solar systems.
- ✓ We have completed over 1300 energy projects across 48 states

**What do we do?** → We provide a full turnkey operation!

- Free audit of your entire lighting system
- We analyze that data
- We put together a report in a custom proposal that addresses your facility's unique needs
- We manage the whole process including installation & rebates
- We provide financing options

**FACILITY DETAILS:**

- ✓ Confirm square footage \_\_\_\_\_ FULL or PARTIAL upgrade? Exclude Exterior \_\_\_\_\_
- ✓ Have you done any LED upgrades anywhere as of yet? YES/ NO
  - If yes, where?\_\_\_\_\_
- ✓ Have you ever had anyone provide you a quote before? Yes / No
  - If so, why prevented you from move forward? \_\_\_\_\_
- ✓ What are your ceiling heights? (list a range if there are multiple) \_\_\_\_\_
- ✓ Do you require new fixtures? YES / NO (This could be a good time to simply explain retrofit)
- ✓ Do you require install to be completed after hours? YES / NO \_\_\_\_\_
- ✓ Do you have the same run time for your entire facility? YES / NO
  - If no, please list all run times for each area/shift\_\_\_\_\_

Occupancy Sensors \_\_\_\_\_  
Where: \_\_\_\_\_

Add Occupancy Sensors \_\_\_\_\_  
Where: \_\_\_\_\_

Add Dimmers \_\_\_\_\_  
Where: \_\_\_\_\_

**PAIN POINTS:** Finding pain points are SIMPLE! Must dig! Find at least 3

- **Safety:** Are there are any areas you feel are too dark that it could be considered unsafe? (i.e. outside in the parking lot, too dark in machine shops, alley ways, storage areas etc.)
- **Image:** Do you feel your current lighting looks professional? YES / NO  
Are you happy with how the lighting fixtures look? Are they outdated?

- **Maintenance:** Do any of your employees ever complain about maintaining the current lighting? YES/NO If so, why?
  - Do you have the ability to replace lamps with a ladder?
  - Do you need to hire an electrician or rent a lift?
  - How often are you replacing lamps that go out?
- **Poor lighting:** Are you happy with the brightness of the facility? If not, why? MUST DIG HERE. What areas need the most help? \_\_\_\_\_
  - Do your employees ever complain that it is too dark to see or do their work? YES / NO
  - Do you have a specific foot candle requirements your facility? YES / NO \_\_\_\_\_
  - Do you need MORE or LESS lighting? More / Less
    - Where? \_\_\_\_\_
  - Do you like the location or the layout of the fixtures?
    - If not, why? Are they designed ineffectively? \_\_\_\_\_

If more or less, MUST complete box below

ONLY if we need to add or remove lighting complete this section

→ Do you have any racking in place? YES / NO

→ Can you provide a floorplan of the facility? YES / NO

→ Will you be able to provide us the drawings of the racking on a floor plan?

If we are providing photometrics we will need the number of racks, direction (N/S/E/W), the height and depth of the racks, the distance between them, and the distance from the walls. Ask if client can assist in providing this to us prior to the audit.

**\*\*FOR BIDS, MUNICIPAL BUILDINGS OR EDUCATIONAL FACILITIES ASK IF THEY HAVE A GUIDLINE OR REQUIREMENTS THAT MUST BE MET FOR THE QUOTE. IF SO, THEY MUST PROVIDE THIS TO MOVE FORWARD BEFORE AN AUDIT IS SCHEDULED\*\***

**Long-term savings:**

- Do you feel you are paying too much on your current electric bill?
- Are you looking to save a specific amount of money a month with your new system?
- Do you have a specific ROI you are looking for?
- Do you have a budget for this project?

**Energy Efficient:**

- Is being more environmentally friendly a big motivation to do this project (i.e. ratings)?
- Will being more environmentally friendly will be helpful in marketing your business to different clientele?

**CONFIRM AUDIT DETAILS:**

- ✓ Confirm audit times/dates
- ✓ Does the auditor need any safety attire?
- ✓ Are there any security measures the auditor should know about when coming on site?



# Project Needs

## *Pain Points*

- **Poor lighting-employees are complaining they are not able to see while they work; too dim; straining**
- **Safety issue-poor lighting creates a safety issue for clients in production**
- **Poor lighting design-The current layout of the fixtures is not evenly spread so that it illuminates the facility consistently throughout**
- **Too many lighting fixtures-There are more fixtures than what is needed**
- **Many fixtures = higher electric bill, more lighting output (higher overall kw usage)**
- **Maintenance-Constantly needing to replace old ballasts and lamps-takes time away from other projects**
- **Lamps and fixtures are old and outdated-requires more maintenance and is expensive to replace (Price per lamp raised to \$30)**

## *Project Goal*

- **Meet industry foot candle standards**
- **New fixtures throughout**
- **Little to no maintenance with new fixtures**
- **Better lighting output-Brighter**
- **Add fixtures/lighting in many areas**
- **Some rooms had NO working lights**
- **Create a lighting design that is consistent to the machinery and racking-New design**
- **All fixtures uniformed-client wants same fixture throughout the entire facility**

## *Solution*

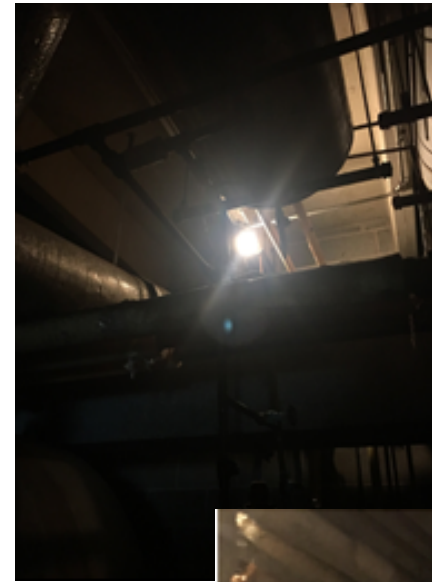
- **Foot candle measurements now meet industry foot candle standards**
- **New fixtures throughout-uniformed look**
- **Fresh clean updated look**
- **Little to no maintenance with new fixtures-50,000 hours / product and service warranty**
- **Better visibility through LED, better output, and more fixtures added in areas where more is needed**
- **Better lighting output throughout**
- **Lighting added to rooms with no working fixtures**
- **New fixtures will be in line of walk ways for corridors**
- **New layout requires less fixtures**



There are no working lights in this room.



S Corridor Typical, fixtures are perpendicular and inadequate.  
Customer requests increased quantity with 8' LED Linear Strip Fixtures mounted Center-Parallel.



Boiler room, inadequate lighting, very dark, customer requests additional fixtures and locations





## **Simco Ion Lighting Pain Points:**

1. Poor lighting-employees are complaining they are not able to see while they work; too dim; straining
2. Safety issue-poor lighting creates a safety issue for clients in production
3. Poor lighting design-The current layout of the fixtures is not evenly spread so that it illuminates the facility consistently throughout
4. Too many lighting fixtures-There are more fixtures than what is needed
5. Many fixtures = higher electric bill, more lighting output (higher overall kw usage)
6. Maintenance-Constantly needing to replace old ballasts and lamps-takes time away from other projects
7. Lamps and fixtures are old and outdated-requires more maintenance and is expensive to replace (Price per lamp raised to \$30)

## **Solution-Project Overview**

- Full turn key: Install, rebates, and product all handled through Verde
- Project scope is a complete lighting redesign using all the same linear high bay fixture in the entire facility, eliminating excessive # fixtures
- Project also includes the addition of: New conduit, wiring, junction boxes and 277V receptacles
- New conduit needs to be run because we are decreasing the number of fixtures; we need to re-run new conduit that the wiring is compatible with the spacing of the new fixtures.
- The proposal conveys two boxes: Gray (Existing) and Green (Proposed Action). Line item by line item shows what is existing (T8, T5 & T12 2 lamp strip fixtures) will be replaced by the linear high bays.
- Spec has been provided-It is one piece and compatible with 277V.
- Warranty: 7 year Limited Warranty
- Replacements can be purchased through Global Industrial or Verde Solutions directly
- Replacement Costs (per PO): Dimmable Linear High Bay = \$143.50; Linear High Bay with sensor = \$183.75

## **Project Benefits:**

- Improved overall design-new layout will be consistent, evenly spread and uniformed with the same fixture throughout
- Brighter facility eliminates dark spots, safety issues and employees straining to see their work
- 73% energy reduction; annual kilowatt hours used goes from 131,679 KWH to 34,974 KWH for a net reduction of 96,705 KWH annually.
- Much lower energy bill: Current average for lighting only = \$928.33; LED = \$246.57
- Maintenance: Little to no maintenance as these are designed to last 50,000 hours.
- Service warranty included in labor costs for 3 years
- Manufacturers warranty is up to 7 years
- Lower carbon footprint-companies being more energy efficient are more desirable to many clients; project is equivalent to eliminating 14 passenger cars off of the road
- Quick install-4-6 weeks; most companies who do this in house can take years to complete
- Utility rebates available: \$4835 applied to the top of the project-availability of rebates can change, sometimes quarterly or as they run out
- Verde is a partner for life = we will help you with all aspects of the project even after we complete
- Financing-project nearly pays for itself through the savings even with all additional labor added!

## **Simco-Ion**

### **Simco-Ion - 2257 North Penn Road - 2019**

Verde Solutions, LLC was founded to bring superior quality LED lighting solutions to the marketplace at the most competitive prices. We manufacture as well as distribute all lighting solutions from single watt vanity lights to 330-watt facility lighting. Our business model is ROI driven and focuses on maximizing rebates and energy incentives to subsidize upfront capital expenses. We are able to provide our customers with the highest quality lights, widest array of financing options and world-class manufacturing with full product warranties and guarantees. The result is a custom tailored lighting plan at a price tag you can ALWAYS afford. So whether its one facility, ten facilities or 100 facilities - Verde Solutions can offer a full turnkey LED lighting solution. The best part is, we can fully finance the project and you or your client can pay it off from the monthly energy savings.

As part of our comprehensive energy audit, we have analyzed your lighting needs and compiled a series of recommendations. The following report includes your current lighting infrastructure as well as our proposed state of the art LED lighting solutions. In addition, we have included full ROI analysis. The goal of this energy audit is to provide the most robust lighting plan available, maximizing efficiencies and cost savings while ensuring an ROI that justifies project adoption.

Inside you will find a full audit report prepared by specially trained Verde Solutions staff. Below is your brief summary of significant savings:

<b>Reduction in Energy Consumption</b>	73.44%
<b>Monthly Energy Savings</b>	\$681.76
<b>Total Cost</b>	\$53,075.39
<b>Rebates and Incentives</b>	\$4,835.25
<b>Net Cost</b>	\$48,240.14
<b>Return on Investment</b>	5.42 years
<b>Total Life Cycle Savings</b>	<b>\$157,536.34</b>

*This is the total savings from reducing costs of energy, replacement bulbs, maintenance, and waste disposal of mercury.*

Fluorescent lights contain mercury and are considered hazardous waste under federal and state regulations according to the EPA. LED lights do not contain any hazardous material and do not require any extra disposal fees.

LED lights contain no poisonous mercury and emit no harmful UV rays, which make them the safest available option for your home or business. In addition to the economic benefits our energy efficient lights also reduce the number of kilowatt hours used. By converting your existing lighting to our new recommended LED lighting solution you would immediately reduce your annual kilowatt hours used from 131,679 KWH to 34,974 KWH for a net reduction of 96,705 KWH annually.

## What does that mean?

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Based on the conversion rates and usage provided by the Environmental Protection Agency, your net reduction of 96,705 KWH would provide the following equivalent environmental benefits EACH YEAR:

**14 passenger cars**



96,705 is the equivalent of eliminating the annual greenhouse gas emissions of **14 passenger cars**.

**7,649 gallons of gasoline**



96,705 is the equivalent of eliminating the CO2 emissions from **7,649 gallons of gasoline** used.

**Electricity used by 10 homes**



96,705 is the equivalent of eliminating the **electricity used by 10 homes** during an average year.

**26 tons of waste**



96,705 is the equivalent of reducing greenhouse gas emissions by recycling **26 tons of waste** instead of sending it to a landfill.