Challenging Challenges

Presented by Brian Simmons - President
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• Market Barriers
• Retail Marketplace
• Construction (new and professional retro-fit)
Barriers/Challenges

**CFLs**
- Product Price
- Complexity
- Negative perceptions
- Disposal/mercury
- Program Design
- Business risks and uncertainties

**Fixtures**
- Lack of awareness
- Product availability & Price
- Complexity
- Negative perceptions
- Disposal/mercury
- Program Design
- Business risks and uncertainties
Overcoming barriers in the Retail Marketplace
General Solutions

Complexity, Perceptions, Disposal, Program Design, Business risks and uncertain

Utilities
• Link into market promotions
• Increase education efforts
• Coordinate with neighbors
• Continue promotion development
• Allow some flexibility
• Stop taking ownership of product

Retailers and Manufacturers
• Utilize education assistance
• Develop Promotions and Programs
• Market Promotions and Programs
• Allow regional flexibility where you can
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<th>Wattage</th>
<th>Price</th>
<th>Package qty</th>
<th>Per unit price</th>
<th>Cost of Light</th>
<th>Retail type</th>
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</table>
Overcoming barriers in Construction
Fixtures-Pricing and Availability

• Program Design and implementation
  – Do the market research
  – Bulk of competing sales are not retail (most important point)
  – Fixtures are not CFLs
• Follow some simple dos and don’ts
Market Research

• Who is selling the product today?
  – Distribution
  – Lighting Specialty (showrooms)
  – Designers

• What are they selling?
  – Service, expertise, relationship
  – Product
Success or Failure

• Don’t
  – Assume market is retail
  – Distribute price lists
  – Send contractors elsewhere on price
  – Tell them about style, decorative, etc. (stick to ENERGY STAR)

• Do
  – Provide technical expertise (ENERGY STAR)
  – Meet face to face (not an online group)
  – Engage them for market knowledge and networking
  – Use your relationships to help them get product
Logistics

Presentation can be found on www.fluidms.com

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