Working with Showrooms and Electrical Distributors

- What works
- Incentives offered
- Steps to succeed
What works

• Trainings for staff
• Co-developed cut sheets for homes
• Buy-downs through the showrooms and EDs
• Rebates straight to builders or consumers
• Sales Spiffs
• Joint meetings with sales staff
Incentives that work

• Incremental cost
  – A big investment, but rapid impact
• Indoor and outdoor same incentive
  – $20 is standard in NW, and it is working
• Allow bulbs ($2-4 per bulb for this channel)
  – The product is available, and the builder will put it in.
Building a successful program

• Know your market
  – Baselines on product availability and price will help a great deal
  – Are builders ready or already using the products

• Reach the masses
  – Use the Electrical distributors and showrooms to help reach electricians and builders
  – Mailings
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