



Working with Showrooms and Electrical Distributors

- What works
- Incentives offered
- Steps to succeed



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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



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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.



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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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