



A Partner Invested in Your Growth

DEALER CONGRESS BOOT CAMP - AGENDA



Garden Light LED Training

2023 Strategic Business Development
and Advance Technical Training

DATE: September 12th – 13th



Day before event
**TRAVEL TO TAMPA, FL & CHECK-IN
THE CURRENT HOTEL**

DAY 1

7:30 am – 8:15 am
MEET UP BREAKFAST AT GLED
- Hosted by GLED

8:15 am – 8:45 am
BOOTCAMP KICKOFF
- Reto and Michelle Mueller

- Greeting and welcome remarks
- Bootcamp theme
- Company Vision

8:45 am – 10:30 am
SPECIAL GUEST SPEAKER
- JANET LENNOX MOYER

- *Using Light as Art in the landscape*

10:30 am – 10:45 am
BREAK

10:45 am -11:30 pm
FACTORY TOUR
- MARIO CASILLAS & RICHARD SECOR

11:45 am- Departure
TAMPA GARDEN CLUB

2629 Bayshore Blvd, Tampa FL 33629

-Shuttle provided

12:00 pm – 1:00 pm
**LUNCH SERVED AT THE TAMPA GARDEN
CLUB**

PIPOS CUBAN/AMERICAN

1:00 pm – 2:00 pm
PRODUCT AND LIGHTING DESIGN
- LUIS COUTTOLENC

2:00 pm – 4:00 am

SPECIAL GUEST SPEAKER

- RYAN LEE

- *Pricing for Profits. Pricing it, selling it, with a maximum price.*

4:00 pm – 4:15 pm

BREAK

4:15 pm – 6:30 pm

**CLIENT INTERVIEW, MOCKUP,
PRESENTATION FOR REVEAL**

**- GARDEN LIGHT LED AND PHOENIX
MARKETING GROUP MENTOR TEAMS**

6:30 pm – 8:15 pm

DINNER HOSTED BY GLLED –

Fluffy's Hibachi on location Tampa Garden Club

8:00 pm

LANDSCAPE LIGHTING REVEAL

**- TAMPA GARDEN CLUB BOARD OF DIRECTORS
AND MEMBERS**

DAY 2

8:00 am – 8:45 am

**BREAKFAST SERVED ON LOCATION
TAMPA GARDEN CLUB**

8:45 am - 10:45 am

**DESIGN AND INSTALLATION LIVE
TRAINING**

- BRANDON MILES, LIGHTSCAPES LLC.

- Use of equipment/application (support design principles)
- Importance of proper connections
- Core Drilling & Hardscape vs Landscape

10:45 am – 12:00 pm

PERMANENT INSTALLATION

- Garden Light LED Mentor Teams

- Bootcamp attendees

- Tampa Garden Club (mock-up) installation

12:00 pm - 1:00 pm

**LUNCH SERVED AT THE TAMPA GARDEN
CLUB**

MALIO'S TAMPA

1:00 pm – 2:00 pm

COMPLETE INSTALLATION

- Garden Light LED Mentor Teams

- Bootcamp attendees

2:00 pm - 3:15 pm

**VALUE PROPOSITIONS,
SALES TOOLS, AND TRAINING**

**- BRUCE KENISON MARIO CASILLAS, LUIS
COUTTOLENC**

3:15 pm – 3:30 pm

BREAK

3:30 pm -5:00 pm

**SALES, KEYS TO SUCCESS,
IMPLEMENTATION**

**- Bruce Kenison, Ryan Lee, Garden Light LED
Mentor Teams**

5:00 pm

MEET ADJOURNED

Sponsored by:

LEARN
NIGHT LIGHT

OBSERVE · DESIGN · REFINE



6112 BENJAMIN RD, TAMPA, FL 33634
(800) 511-2099 • gardenlightled.com