



A Partner Invested in Your Growth

DEALER CONGRESS BOOT CAMP - AGENDA





Garden Light LED TRAINING

2024 Strategic Business Development
and Advance Technical Training

LANDSCAPE LIGHTING Mentors:

Brandon Miles | Lightscapes Outdoor Lighting

Ahmad Sharifeh | Supreme Outdoor Living

Mariano Pinal | Mario's Outdoor Lighting

DATES:

May 14th - 15th 2024



Day before event

TRAVEL TO TAMPA, FL, & CHECK-IN May 13th, 2024.
THE CURRENT HOTEL, Overnight stays May 13th & 14th

DAY 1

MAY 14TH 9 AM – 9:25 AM | Meet in Hotel lobby for transportation provided by Garden Light LED look for the Ambassador Limousine driver with a GLLED sign. Garden Light LED will provide Continental Breakfast, Lunch, and Dinner at the site.

***Day 1 ends at 9 PM; please be prepared for the entire day (all medications, sun wear & protection, proper installation attire, closed-toe shoes, etc.)**

On location, Saint Petersburg, Florida – Property will be disclosed to registered guests.

Experience the full scope of project design and installation intricacies on an extraordinary estate featuring various landscape and hardscape lighting fixture types. Guests will participate and step onto a LIVE project where over four hundred fixtures are being installed.

Design:

Teams will light a Bamboo Allée and gain first-hand experience with design conception and voltage calculations. They will then connect over 50 fixtures using gas-tight drum connections and wire techniques, trenching, and burying to complete the installation.

Learn advanced planning, zone and project phase allocation, transformer sizing, run calculations, and distance determination.

Sales Techniques:

How do you calculate, price, and present profits to the client?

Installation:

Review fixture selection, placement, and installation specifics while considering wattage/beam angle selections. Explanation of tools, equipment, and HOW to install a landscape lighting system with a 20-year warranty. This includes core drilling, concealing wires, placement of fixtures, and mounting/wiring the transformer.

Aiming and Focusing:

After the Bamboo Allée installs, participants will learn about aiming, focusing, and shielding the fixtures after sunset.

Fixtures used for this project:

Super Saturns, Visionary V3, large Wall Washers, mini-wall Washers, large well light, Mini Well Light, S1 Halo, Eagle Eye, Stamp Light, Step Light, Hex Louvers, Shields, Shrouds, and multiple Transformers.

DAY 2

MAY 15TH 7:25 AM – 7:45 AM | Meet in the Hotel lobby for transportation provided by Garden Light LED – look for the Ambassador Limousine driver with a GLLED sign.

Garden Light LED will provide Continental Breakfast and Lunch at the site.

Garden Light LED
6112 Benjamin Road, Tampa, FL 33634

Breakfast: 8:15 am – 8:45 am

Garden Light LED Factory Tour: 8:45 am – 9:30 am

Mario Casillas and Rich Secor

- Production engineering
- Light engines and drivers
- Shrouds
- Testing & Potting

Product Training: 9:30 am – 11:30 pm

Luis Couttolenc

- Product presentation, offering products that eliminate any competition.
- Design support, services, and software.

Lunch 11:30 pm – 12:30 pm

Power of the Sales Presentation and Showtime Closer: 12:30 pm – 1:30 pm

Bruce Kenison

- Garden Light LED Value Proposition (In the absence of value, it's about price)

- Do it once and do it right (There is a cost going with the lowest price)
- Hitting on all cylinders (Company culture, product, installation, design)
- Sales tools, demo case, showtime closer, design support, and services.

Sales Training: 1:30 pm – 2:30 pm

Rich Secor

- Creating design estimates
- Good, better, best offering
- How to close the sale

Break 2:30 pm – 2:45 pm

New Product Development: 2:45 pm – 3:45 pm

JR Oquendo & Garden Light LED Engineering Team

- Technology and New Products Training
- RGBW Wired – DMX
- RGBW Wireless WIFI
- The REV

Marketing: 3:45 pm – 4:15 pm

Daniel Hall, Miguel Carrillo and Derek Miller

- Best Practices and Tips
- Digital Online/Marketing: Paid Ads
- Social Media

Closing Remarks: 4:15 pm – 4:30 pm

Michelle Mueller

- Company Vision, Purpose-Driven Mission

Open Forum to Review and Discuss: 4:30 pm – 5:00 pm

Garden Light LED Team

- Meeting Adjourned

LANDSCAPE LIGHTING Mentors:

- Brandon Miles | Lightscares Landscape Lighting
- Ahmad Sharifeh | Supreme Outdoor Living
- Mariano Pinal | Mario's Outdoor Lighting
- Garden Light LED Team



INNOVATIVE. PRECISE. RELIABLE.

6112 BENJAMIN RD. TAMPA FL 33634

(800) 511-2099

gardenlightled.com