



A Partner Invested in Your Growth

2025 DEALER CONGRESS BOOT CAMP - AGENDA





Garden Light LED TRAINING

2025 Strategic Business Development
and Advanced Technical Training

LANDSCAPE LIGHTING Mentors:
Ryan Lee | Landscape Lighting Secrets
Ahmad Sharifeh | Supreme Outdoor Lighting

Dates:
April 28th - 30th 2025

DAY 1

April 28th

Address: Hotel Alba, 5303 W Kennedy Blvd, Tampa, FL

- **4:00 PM – 6:00 PM:** Check Into Hotel
- **6:00 PM – 6:20 PM:** Meet in Hotel lobby for transportation provided by Garden Light LED, look for the shuttle bus driver with a GLLED sign. Garden Light LED will provide dinner
- **6:30 PM – 7:30 PM:** Arrive on site to meet the Garden Light LED Team and Dinner
- **7:30 PM – 8:30 PM:** Showtime Closer
 - Learn from the GLLED Team on the Power of the Showtime Closer
 - Set up Night Time Demo – Build skills on Aiming, Directing, Spacing, etc. on Lighting Fixtures
 - Reveal Showtime Closer results
 - Make adjustments as needed
- **8:30 PM – 9:00 PM:** Tour the Mueller Property's 100+ Lighting Fixtures
 - Landscape, Architectural, and Specialty Lighting
- **9:00 PM:** Meet in front of Residence and shuttle back to Hotel Alba

DAY 2

April 29th, on site at Hotel Alba

- **8:00 AM – 9:00 AM:** Meet in the Westshore West Ballroom for Breakfast & Coffee
- **9:00 AM – 9:30 AM:** Opening Remarks from Garden Light LED's Team
 - Introduction to the Team, Speakers, etc.
 - History on Garden Light LED

- **9:30 AM – 10:30 AM:** Rich Secor Power of the Showtime Closer and Presentation Kit
 - Recap of previous evening Nighttime Demo
 - Garden Light LED Value Proposition – In the Absence of Value, it's About Price
 - Do it Once, Do it Right – There is a cost going with the lowest price
 - Hitting on all Cylinders – Company culture, product, installation and design
 - Sales tools, Showtime Closer, Presentation Kit, Design Support, and Services
- **10:30 AM – 11:30 AM:** Luis Couttolenc Product Training
 - New Product Overview
 - Product Presentation – offering products that eliminate any competition
 - Design Support, Services, and Software
 - Design Software Demonstration
- **11:30 AM – 12:30 PM:** Ryan Lee
- **12:30 PM – 1:30 PM:** Lunch
- **1:30 PM – 2:30 PM:** Mario Casillas Sales Training
 - Creating Design Estimates
 - Good, Better, and Best
 - How to Close the Sale
- **2:30 PM – 3:30 PM:** Marketing Training
 - Social Media
 - Photography
 - Website
 - Google Ads
- **3:30 PM – 3:45 PM:** Snack Break
- **3:45 PM – 5:30 PM:** Hands on Install
 - Learn How to Make Connections
 - Transformer Sizing
 - Mounting Transformers
 - Trenching Wire
 - Install the REV spotlight
 - Core Drilling

- **5:30 PM– 6:30 PM:** Dinner
- **6:30 PM – 7:30 PM:** Presentation Kit and RGBW Demo Kit
 - Split into 3 Groups
 - Discover how to use the Presentation Kit & RGBW Demo Sales Tools
 - Enhance your design skills with Aiming, Focusing, Directing
 - Hands on with GLLED Specialty Fixtures

DAY 3

April 30th

Address: 6112 Benjamin Road, Tampa, FL

- **7:45 AM – 8:15 AM:** Meet in Hotel lobby for transportation provided by Garden Light LED, look for the shuttle bus driver with a GLLED sign. Garden Light LED will provide Breakfast and Lunch on Site
- **8:30 AM – 9:00 AM:** Arrive at GLLED Facility, Breakfast and Coffee
- **9:00 AM – 10:00 AM:** Factory Tour
 - Split into 3 Groups: Mario, Luis, and Rich
 - Production: Light Engines, Drivers, Testing, Potting
 - Engineering: Designing New Products
 - Warranty, Shipping, Inventory
- **10:00 AM – 11:00 AM:** Ahmad Sharifeh
- **11:00 AM – 12:00 PM:** Open Forum for Review and Discuss
 - Q&A for Day 1 and 2
- **12:00 PM: Training Completion**
 - To Go Lunch
 - Depart GLLED to Airport or Other Activity



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