

Progressive Lighting & Energy Solutions Opens Northern California Office



Progressive Lighting's Northern California staff, along with Aaron Brown (R) Northwest Regional Vice President.

Progressive Lighting & Energy Solutions, Inc. of Tustin, California has expanded to serve the entire state of California by opening their Northern California office in Los Gatos, CA.

Progressive Lighting, has appointed Aaron Brown as its Northwest Regional Vice President. The staff of Progressive Lighting & Energy Solutions is dedicated to improving the lighting

efficiency of high rise office buildings, warehouses or industrial facilities by making existing lighting fixtures energy efficient in buildings which is where the real energy savings are for most companies – and is the least expensive with the quickest return on investment.

For more information, please visit: www.prolighting.com, or call (714) 542-5490.

Staffing Trends

How Does Storytelling and Sales Mix?

by Wayne John

Does anyone deny that you need salespeople to actually sell in order to be successful in our business? Salespeople today are also tasked with multiple other duties such as Managerial responsibilities, inventory obligations or they could also be doing double duty as both Inside and Outside Sales. In the distributor world, Branch Managers are routinely tasked with account responsibility; a duty that just a few years ago was deemed improbable and even laughable. Managers 'back then' were way too busy with paperwork, being the branch psychologist and figuring out ways to save money on the light bill. Except for a few exceptions, such as larger operations, those days are long gone. The simple fact is: Nothing happens without sales.

Brian Bieler, author of The Sales Operator, states that if you want to sell more, tell more tales. He says that a good sales story stimulates the mind and engages people to conversation. If you are selling and people are not tuned to what you are saying, it's almost impossible to move them to action. The best salespeople tell stories to get people involved.

Think back to when we were just starting out. The stories and tales of the "olden days" were riveting, exciting and sometimes downright unbelievable. We all have stories not only from our own experiences over the years but also great stories from the top salespeople that we have admired. Bieler adds that stories are not more important than features and benefits; they help emphasize points and create feelings. Professionals, politicians and motivational speakers tell stories to start people thinking and make important points. Dynamic speakers such as Tony Robbins or Zig Ziglar can inspire even the most skeptical salespeople to consider making a change in their approach.

Successful salespeople have learned how to connect with their audience: their customer. In returning back to Salesmanship 101, for the customer, it's "WIIFM" (What's in it For Me). It's all about selling benefits—the pricing issue comes later. Engaging people in their own minds, emotions and imagery through storytelling is something that even the greenest rookie out there can learn. Storytelling really is a strategic sophisticated sales tool. How many times have we been on the other end of a routine sales presentation and forgotten all or most of the data after we walk out, but remember the interesting anecdote that was told? People are going to forget the most trivial of data but are unlikely to forget a good story.

Next time, think about your presentation for whatever it is that you are trying to sell. This could be a tangible product to your customer or even something non-tangible such as a process that you are trying to sell to fellow employees. Instead of a boring, statistic-filled speech, perhaps think of a time how that item was used and incorporate that into the pitch. The virtual guarantee is that it will be refreshing and hopefully something that will be remembered by everyone. Spinning stories does not come naturally; just like not everyone can tell a joke properly. A good sales-

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Deco Lighting featured at the Governors' Global Climate Summit and Green Solutions Showcase



Ben Peterson (far left) and Sam Sinai (center) with Governor Schwarzenegger

Deco Lighting was featured at this historic high profile International event, held at the Hyatt Century Plaza in Los Angeles, Sept. 30 – Oct. 2. The Global Summit brought officials and dignitaries from around the world to strategize and implement practices to increase the use of sustainable clean energy,

reduce greenhouse emissions, and grow a green economy. Deco Lighting was invited by California Governor Arnold Schwarzenegger and co-host Governors.

"We are very honored and excited to be chosen as one of only

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Thankful Wishes from the Industry

We at WAC Lighting are very thankful to live and work in this great country, the United States of America. We are very proud to be able to raise our families in a democratic society that offers us the invaluable gift of freedom and liberty, and provide us with the wonderful opportunity to be successful, prosperous and happy in our lives. Shelley Wang, President, WAC Lighting

Panasonic Home & Environment Company is thankful for the recent upswing in the economy. During the housing crash, strong manufacturers in the building industry separated themselves from the pack; and we addressed the market more efficiently. We are optimistic about the economy's improvement and Panasonic's expertise will continue to shine. Anita So, Marketing Specialist, Panasonic Home & Environment Company

I am thankful for my family, friends and health. I'm thankful for the freedom in our country and the opportunity to still be a domestic manufacturer and thrive. I am thankful for all of our supporters that have allowed us to be successful and have become long time friends. George J Kohl III, VP Sales & Marketing

We at Snake Tray are thankful for having the opportunity to work in an industry of innovators and innovation. The people and companies we work with strive to improve the efficiency, safety and competitiveness of their organizations. It is the American spirit hard at work! We feel privileged to be part of it! Molly Hays, Snake Tray

I am thankful for a country where there is always hope, even in our industry during such a difficult economic season. I am thankful for great customer and vendor partners as well as great Eoff Electric Supply team-mates. Bob Mumford, Director of Marketing, Eoff Electric Supply

"We are thankful for hardworking individuals. For our employees, customers, families, friends and everyone who has supported us over the last 30 years, thank you!" Sarah Long, Marketing Specialist, SPI Lighting

Thankful 2009 has certainly been a challenging year faced with many factors out of our control! Thankful that

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Nora Lighting Donates Fixtures to ABC-TV's "Heroes at Home" Extreme Makeover Program



Springfield Electric staff are shown from left to right: Mike Harmony; Bryan Johnson; Susan Mason; John Littlefield (ABC-TV Extreme Makeover Designer); Ruth Laird; Brad Fitch; and Glenn Good. Builder Bob Brady of Brady Homes is at far right.

A family that has dedicated its time and resources to helping less fortunate neighbors has itself become the recipient of a generous gift: a new home from ABC-TV's Extreme Makeover.

Nora Lighting, through the company's local distributor, Springfield Electric of Champaign, IL, was one of the contributors that made the dream of a new home a reality for the Nathan Montgomery family of Philo, IL.

Montgomery gave up a promising engineering career to launch Salt and Light, a philanthropic organization that he leads as Executive Director. Assisted by his wife Jenny and their four children, Montgomery's Salt and Light now feeds an average of 250 families each week through individual and corporate donations. Salt and Light

has seen the number of needy families rise dramatically during the current economic recession.

He was selected as part of ABC-TV's "Heroes at Home," the theme for this year's Extreme Makeover series. The program aired on, October 25, 2009 on ABC-TV.

"Nora was very pleased to be able to contribute to this very worthy effort," said Jilla Farzan, Executive Vice President at Nora Lighting.

"In just one week, the Makeover crew demolished the Montgomery's dilapidated old house and rebuilt it from the ground up. Nora was glad to contribute in-cabinet down lights and pendant fixtures for this exciting project," she said.

The Nora lighting donation was coordinated by Susan Mason, Continued on page 2

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