

## COMMUNICATING THE VALUE PROPOSITION

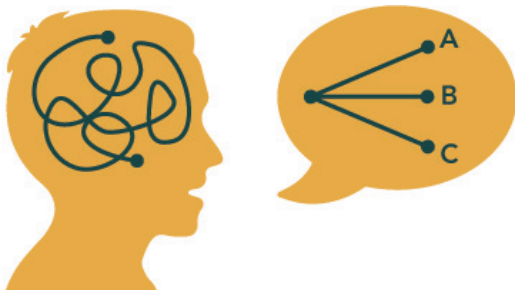
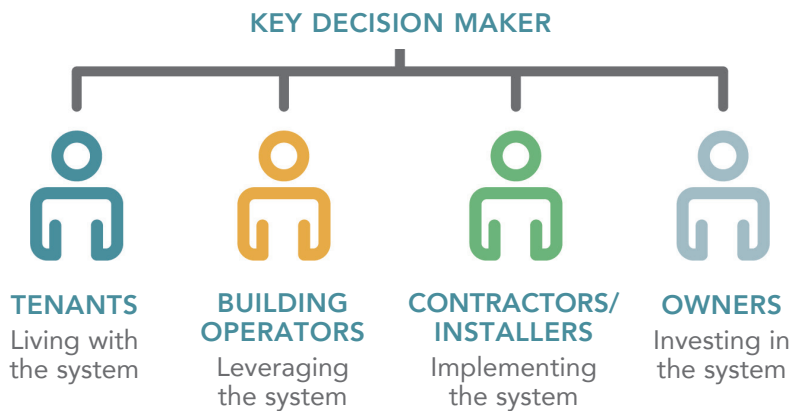
This guide will help simplify and clarify your value proposition by outlining distinct stakeholder groups and detailing what matters to them.

### KNOW YOUR AUDIENCE – PLAN YOUR APPROACH

Networked lighting control systems offer plenty of benefits – but potential customers can feel overwhelmed or turn skeptical when they perceive too many promised benefits. Effectively communicating the value of NLC systems starts with knowing your audience – and planning your approach.

#### STEP 1: IDENTIFY YOUR STAKEHOLDERS

Yes, working with the key decision maker is paramount to making a project come together – but the key decision maker represents a cohort of stakeholders whose opinions matter.



#### STEP 2: SIMPLIFY YOUR MESSAGE

Instead of trying to convey *all* the potential system benefits to a general audience – examine the critical needs for each stakeholder group and use concise language to address their needs.



**TENANTS**

What does the user care about? What do we need to avoid?



**BUILDING OPERATORS**

What matters most to the building operators?



**CONTRACTORS AND INSTALLERS**

Where are the current contractor pain points?



**BUILDING OWNERS**

Which non-energy benefits matter most to this decision maker?

Once you have identified your relevant stakeholders and simplified your message, you can begin crafting a proposal which targets the key decision maker while effectively incorporating value propositions that matter most to relevant stakeholders.

### STEP 3: RIGHT POSTAGE, RIGHT ADDRESS

To help keep your message clear – organize your proposal into one section that covers financial elements and another that identifies qualitative system features and connects them to key stakeholders needs.



Using your industry experience, build off the common examples listed below – to help your next proposal stand out from all the rest.



#### TENANTS

*Living with the system*

- Easier way to interface with the building
- Increase in comfort and productivity
- Increased lighting quality and space appearance
- More personal and flexible way to control lighting



#### BUILDING OPERATORS

*Leveraging the system*

- Easier way to interface with the building
- Reduced maintenance time and cost
- Monitor, dashboard, and control system as needed
- Extended luminaire and system life
- Integration to other building systems



#### CONTRACTORS/INSTALLERS

*Implementing the system*

- Simplified installation and maintenance
- Allows for more flexible designs
- Create longstanding relationship through consistent optimization
- Platform for additional value-adding services



#### OWNERS

*Investing in the system*

- Flexibility for future space changes
- Meet code or certification requirements
- Reduced operating costs
- Future proofing the building with tomorrow's NLC features