

# SERVICES

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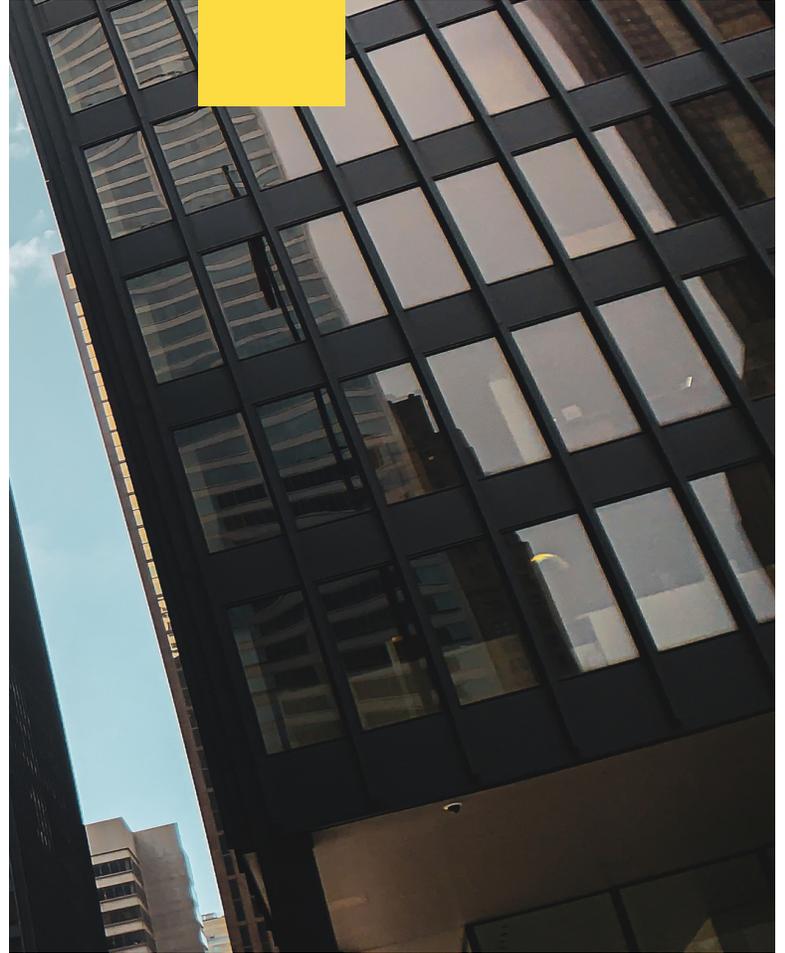
FOR THE LIGHTING INDUSTRY

# ABOUT US

Global Lighting & Controls is owned and operated by some of the top lighting and lighting controls sales experts in the United States.

Each of our Principles has over 25 years experience and a national reputation in the lighting industry. We have offices strategically located around the United States (Atlanta, Los Angeles, Milwaukee) allowing us to easily support your efforts through out North America. We have worked with and helped advance EVERY major brand marketed in the United States and Canada.

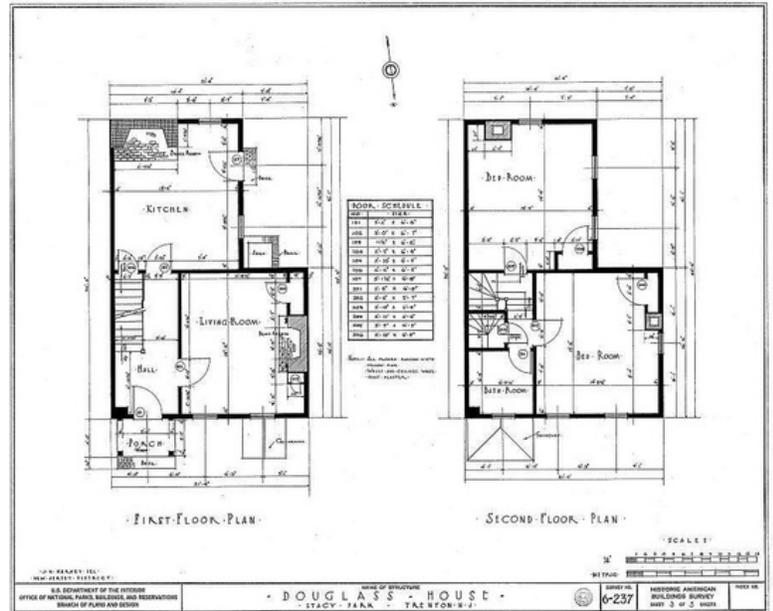
GL&C was formed to provide sales, marketing, product development and logistical support for small, medium and start up companies looking for a competitive advantage over the major lighting conglomerates.



# OUR CONCEPT

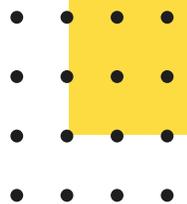
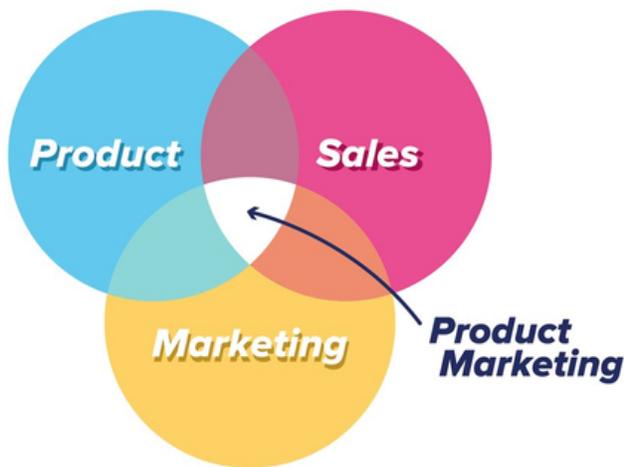
GL&C is not a rep agency. We are your contracted North American Sales & Marketing department. How is that different?

A rep agency first and foremost promotes its own brand and business. They know a line they represent today could be offered by their competitor tomorrow.

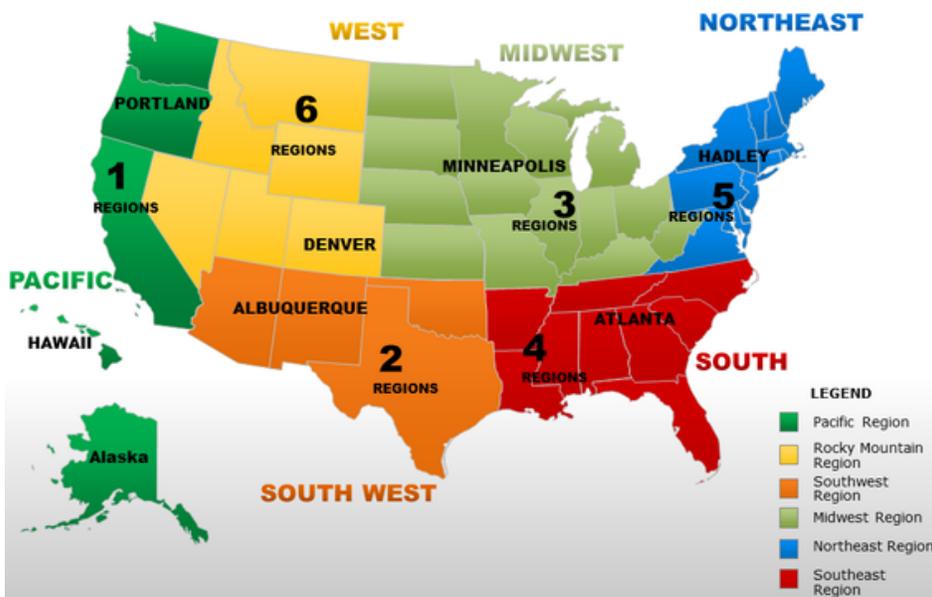
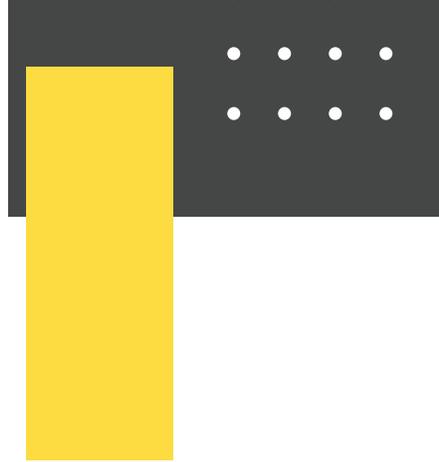


At GL&C we promote your company and your brand, not GL&C! Our focus is building awareness and sales for your brand not ours!

We work under your direction and as a part of your company. GL&C provides full transparency for all quotes, orders and sales activity.



# SPECIFICATION SALES



The United States and Canada are geographically one of the largest areas in the world. Covering a territory this size takes dedicated manpower supporting your products within specific regions.

No company can hire all of the thousands of sales people needed to cover all of the United States (not to mention Canada).

Due to this, companies in the North American lighting industry hire rep agencies in every U.S. and Canadian market to promote their products to Specifiers, Distributors and Installers.

Each of these agencies cover a specific geographic territory which can vary from a single city to multiple states. Most lighting and lighting control OEM's have contracts with over 70 rep agencies in order to cover all of the U.S. and Canada.



# BUILDING & MANAGING A REP NETWORK

GL&C will research, hire and manage rep agencies throughout the U.S. and Canada on your behalf.

GL&C starts by researching an agents prior success, reputation and the companies they represent. We then select the agency that best fits your brand.

GL&C handles all of the contracts, sales management and commission payments for these agents.

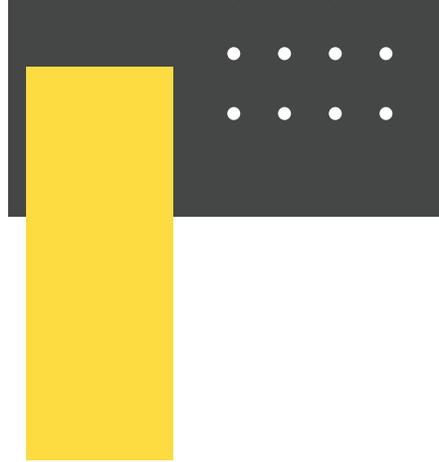
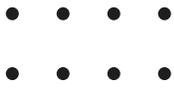


GL&C will manage and support the local rep agency network in each region of the country and be responsible for maintaining and managing that network, ensuring that sales goals are established and met.

We will also train the sales and support staff of each rep agency as well as periodically travel to the rep agencies territory and personally conduct high-level sales presentations with the goal of getting your products specified by architects, lighting designers, electrical engineers, ESCO's, and design build contractors and purchased through local electrical distributors.



# NATIONAL ACCOUNT SALES



GL&C uses a multi-pronged approach to national account sales. We call on:

## 1. Specification

GL&C regularly calls on Specifiers across the country that specialize in the design of multi-location accounts.

## 2. Distributors

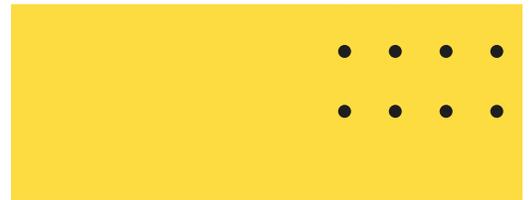
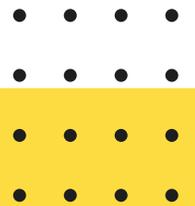
GL&C regularly calls on the multiple distributors in North America that specialize in providing lighting and controls of national accounts. These distributor partners can both be decision makers and also drive specification.

## 3. End Users

And of course the corporate decision makers. We have a huge and growing database of key people with every major retail and chain.

Whether you call them National Accounts, Key Accounts, House Accounts, etc. multi-location chain accounts can be the bedrock of your sales.

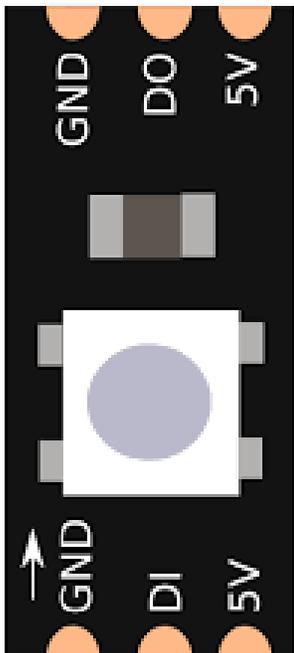
GL&C will present you products to key decision makers.



# OEM SALES

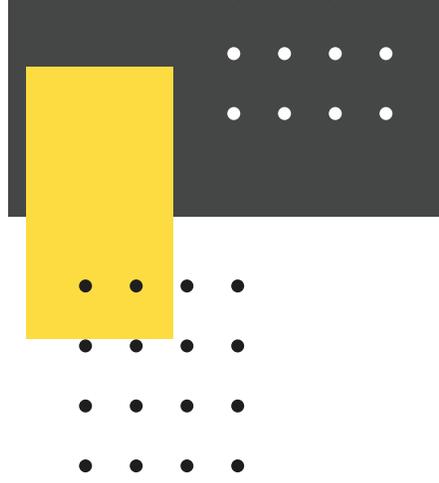
If your company makes any type of product that can be integrated into a lighting fixture or lighting control system GL&C can help.

At GL&C we're connected. Connected to the design engineering and purchasing departments of U.S. and Canadian lighting fixture and control manufacturers. Small, Medium, Large and Conglomerate, we have their attention.

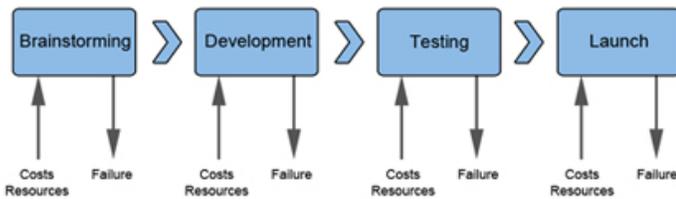


GL&C has a list of companies looking for specific components, technology and advancements to give their products a competitive advantage.

# PRODUCT DEVELOPMENT & SELECTION



## Product Pipeline



## Existing Products

Not every product is right for this market. GL&C will advise you on the most marketable products for the U.S and Canada out of your existing product line.

We will review each product against our multi-category product checklist. The checklist includes all legal, technical and cultural requirements for lighting and lighting control products in the United States.

After the review you will receive a comprehensive recommendation covering any modification necessary to market your products in the United States.

## New Products

There may also be products that are popular in the United States that fit your product category but that are not currently in your product line. We will happily recommend products for development. Then using our product check list we will advise you on all legal, technical and cultural requirements.

## UL Certification

Although not a legal requirement the majority of buyers will not purchase products unless they have been tested to the various UL (Underwriters Laboratory) standards. These standards help protect you from litigation after a life safety event. GL&C can administer this process and assist you in all of the requirements to get your products certified to the UL standards.

# INSIDE SALES

## Quotations

GL&C will review the plans supplied to us by the local rep agencies and assist with the creation of quotations for the purchasing distributor. In addition GL&C will provide weekly or monthly reports detailing each quotation and providing you with a pipeline report forecasting future sales.

## Order Entry

Our Inside Sales team will receive and process all PO's, verify the BOM against the quote and process the order for delivery.

## Customer Services

Our customer service professionals will schedule order deliveries, track packages, answer customer questions and concerns and generally make sure the sales process never stops.



## Design Services

The key to sales in the United States comes down to design. Electrical engineers want to see how the product or system you propose meets their design. Frequently they also ask the manufacturer of their choice to design the system in the first place.

GL&C's system designers are experts on your products. They will create designs that meet and/or exceed the engineer's expectations and create designs that will be unmatched by your competitors.

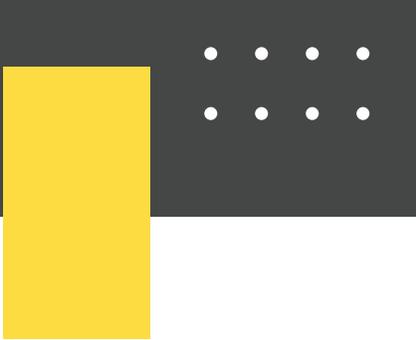


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# INVENTORY AND LOGISTICS



## Customs & Freight Forwarding

GL&C can provide customs and freight forwarding services to help expedite your products arrival into the United States. We can handle all shipping and freight forwarding issues from your manufacturing facility to your U.S. warehouse.

## Logistics Pick & Pack

Our selected warehouses will provide “pick & pack” services and ship orders per the customer's requested carrier.

## Returns

In the case of returns we will set up a returned material authorization program (RMA) on your behalf and administer the returns.

Details will be provided in a separate document but the program includes a restocking fee which will be split between your company and GL&C.

## Inventory & Reordering

Our staff will track your inventory levels on a monthly basis and recommend reorders as needed assuring that proper stock levels are maintained to fill any order.

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# MARKETING

## Brochures

GL&C will translate, review and edit all of your current marketing materials, adjusting them for the U.S. dialect, industry slang and other cultural factors.

GL&C can also provide new brochure creation and design layouts. Styles and marketing approaches can be different in the U.S. compared to other parts of the world. As part of your custom marketing campaign we can create U.S. specific brochures and other marketing literature for the promotion of your products. Each proposed brochure is quoted individually based on size and content.

## Trade Shows

GL&C will present you with a list of recommended industry trade shows that will benefit the sales of your products. After your selection GL&C will then take over. We will register your company for the event, assist in the design and construction of the trade show booth, handle all logistics, promote the event on social media and staff the booth.

Administrative and staffing costs are quoted for each individual event.



## Social Media

Social Media is another important aspect of your successful marketing campaign. GL&C can design unique social media postings promoting your company and products. Each month we will post them on your behalf on LinkedIn, Facebook, Instagram, Twitter and other social media sites you request.

## Website

A unique website for your U.S. operations can be one of your keys to success. GL&C can advise on its content and will recommend periodic updates.

# TECHNICAL SUPPORT

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## Technical Support

Sales is only the first step. GL&C's goal is for continued, long term sales. Getting to this level requires top level customer and technical support. GL&C can set up a technical support call center staffed with personnel trained on the intricacies of your products. The support center will be staffed on your behalf during all working hours across all time zones in the United States and Canada.

Call center support is just the start. At times projects require an expert in the field. GL&C will train field support staff to provide support and troubleshooting services for your products. Our trained staff will be able to fly to any project site in the country in support of your products.