

Hybrid Lighting Solutions

The HLS Total Solution

HYBRID LIGHTING SOLUTIONS (HLS) is a total industry solution for today's complex industry challenges!

There are **three (3)** groups directly impacted by industry challenges and each **DIRECTLY** impacts the other simultaneously – **HLS** provides a sustainable path to growth, security, trust, and prosperity for everyone:

The Injured Manufacturer: "**INJURED**" refers to an organization's ability to not only identify, but to engage, retain, and grow NEW CUSTOMERS into active residual revenue components! New Customer Acquisition is the TRUE measure of GROWTH -- And today's growth efforts within this metric are ultimately stagnant! We need to be better if any of us are to succeed long-term!

- **THE CHALLENGE:** *Today's manufacturers fight an economic battle that hinders their ability to grow. The direct economic impact of hiring a sales professional is NOT sustainable! When the true impact is roughly 2-3 times the salary expected by today's sales management professionals, the sales expectations in "Year-1" become too high for anyone to meet! This reality creates a short-term mindset that generally sees a sales professional's release at the end of that Year-1. And many who practice such hiring tactics think that they are seeing growth. Increasing **EBITDA** through the release of overhead costs (cutting your sales team) is **NOT** growth! In effect, this practice creates a perpetual YEAR-1 every single year with no ability to achieve true Growth (defined as New Customer Acquisition) because Year-1 can never be leveraged -- Year-2 and Year-3 never arrive. This cannot continue!*
- **THE SOLUTION:** *HLS provides a **STATIC** cost structure for manufacturers who **NEED** sales professionals and who truly **WANT** to grow their reach, increase their market-share, and earn the trust of those performing energy-driven lighting and controls projects in today's environment.*

The Displaced Sales Professional: "**DISPLACED**" refers to the impact on sales professionals provided by the Injured Manufacturer's "hiring/firing" habits. When the cost of adding a sales professional is so great that the expectations placed on them are equally ridiculous, the sales professional is not long for the job -- this needs to change!

- **THE CHALLENGE:** *In today's environment (considering project sales cycles, availability of products, and the time it takes to begin realizing new customer acquisition opportunities) the Seller's expectations for any new regional or national sales manager are completely unrealistic! This is NOT the seller's fault – it is the environment! When the economic impact of a single year is as described above for the manufacturer, the sales revenues required to SUSTAIN such a hire in the **FIRST** year are simply not attainable. Let's face it, the first-year efforts of any new hire are that of an account manager, building trust with existing clients while also dipping into uncharted waters through*

pioneering efforts designed to engage and obtain the residual opportunities of the new relationships to come. **New Customer acquisition** is not seen until year-2 and year-3, and both leverage the efforts placed in year-1 to be successful – this long game is essential to pursuing true growth and **patience** is required. Unfortunately, patience is nowhere to be found. Today’s manufacturers are often funded by investor groups and annual reporting of revenues places leadership into a major conundrum. They need sales professionals, but the cost of sustaining them is impossible; they understand the need for a long-game strategy, but their fiduciary responsibility to the board places them into a “**need it now**” mindset; time and patience simply are not possible. The sales professional, as a result, is not long for the job. This situation hurts the sales professional, it hurts the manufacturer, and it creates a lack of trust in the manufacturer’s support mechanism for the energy-driven buyer setting back any opportunity for them to adopt the manufacturer’s product solutions – a vicious cycle repeats that hurts the entire industry.

- ***THE SOLUTION:*** **HLS**, through the implementation of its solution to the Injured Manufacturer provides today’s Displaced regional and national sales professionals a path to economic freedom and security through a Sales Management Model and the option of pursuing a Franchise Opportunity as an extension of **HLS** to expand the industry solution at scale. Consistency and trust being built within all paths taken.

The Forgotten Project Professional: ***"FORGOTTEN"*** refers to the buyer in today's industry. Due to the economic impact of today's manufacturers, sales professionals are like skipping rocks along the quiet lake surface -- never in one place long enough for trust and consistency to be realized. This makes a buyer uneasy, and reluctant to try new solutions -- even when sales professional are friends. This needs to be repaired!

- ***THE CHALLENGE:*** *Who are we as Sellers without Buyers? Our Commercial and Industrial industry is built on the backs of those soliciting, driving, and implementing energy projects in today’s lighting industry -- Controls, rebates, Incentives, and more! With so much going on, why is growth for our manufacturers not actually growing? **TRUST!** When manufacturers hire and fire so often, the project professional begins to lose faith in the support structure for their projects. As a result, even if they want to work with a sales individual (and even if that individual is a friend), they will wait until they feel comfortable that their support person will be there for the long haul – adding to the challenges and expectation deficits placed upon a regional’s first year and ultimately creating the environment where the manufacturer cannot sustain a sales professional for very long – again, the vicious cycle continues!*
- ***THE SOLUTION:*** **HLS**, through its sales management model, and because it provides a sustainable path for both the Injured Manufacturer and the Displaced Sales Professional, ultimately provides the consistency in the industry that is the basis for the **TRUST** needed for project buyers to feel safe to try new solutions – **HLS** will be here to support projects and opportunities before, during, and after any acquired manufacturer relationship – a promise only **HLS** can make!

“Hybrid Lighting Solutions (HLS) combines the deliberate focused efforts of a “Direct Hire” with the implicit focus on brand awareness, differentiated messaging, and increased revenues typically provided by local and national “agents” – a “HYBRID” approach that meets the needs of the entire industry in today’s lighting and controls environment!

SUMMARY:

In the end it is not about the seller or the sales professional, it is about the buyer and what he/she will accept. Without consistency and a promise that they can rely on and trust, new customer acquisition becomes stagnant – Growth requires a long-game strategy. Manufacturers need ONLY to look at the math – the math does not lie! A typical new direct hire will ask for a six-figure salary; the total impact of that direct hire is 2-3 times the salary in the first year (benefits, 401K, expense reimbursements, commissions and bonuses) – a roughly \$375K impact in year-1!

*Hire **HLS** for that same function at a fraction of the cost spread out over three years and you will not come close to that impact when combining the cost of adding **HLS** for a 3-year term. You will, however, gain the consistency, trust, and growth of a long-game strategy that can ultimately be sustained and continued for those three years and beyond. **HLS** provides the necessary static cost structure to sustain a long-game strategy combined with a truthful approach to actually achieving real growth. Do the math – the numbers do not lie!*

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