

Hybrid Lighting Solutions

Solving the Challenge of Hiring Sales Professionals

Today's Industry players endure a challenge as to how to achieve growth that collides with the "Need" to have professional sales associates leading that charge – the economics are hard to overlook:

- **Hiring a Sales Professional (Manufacturers, Distributors, Turnkey Solution Providers, & Start-Ups)** – Whether you are a manufacturer, distributor, or a start-up of any kind who wishes to "become" relevant through brand recognition, or by capturing market-share to meet organizational KPI's and growth-related goals, you **NEED** sales professionals. The problem of course is not the need, it is the "immediate" and "long-term" economic impact of the **ACT** of hiring itself. Hiring is risky and the costs of bringing just **ONE** sales professional on board goes well beyond the simple salary he/she may require – 2-3 times as a rule. **And this economic reality is the problem!**
- **Hiring an Agent (Specific to Manufacturers)** -- And while agents provide a low-cost barrier to entry option, managing them or simply trying to stay relevant in a sea of competitive lines on their line-card requires a great deal of attention and manufacturers will take a great deal of time to realize any potential positive impact. In fact, the act of hiring agents will inevitably necessitate a need to directly hire sales professionals to directly manage the – and the vicious cycle continues to turn!

Validating the economic impact raises sales expectations to unattainable levels:

- **The Expectation become unattainable** – A sales professional will require a salary in the six-figures territory. As stated above, the true impact on an organization is 2-3 times that salary. This equates to a combined impact on the organization's bottom line of \$350K+ -- this is where the expectation and reality collide. At that level, an organization is going to expect a \$1.2-\$1.5M "CLOSED" sales target in order to validate that first year's hiring impact. When sales cycles are at minimum 6 months after first touch of a new project, and most being in the 12–18-month range – the sales professionals tenure beyond year-1 is greatly reduced -- **Everyone Loses!**

The combine impact is felt on both sides of the Buyer & Seller Relationship:

- **Seller Impact (manufacturers, Distributors, & start-ups)**– An inability to match sales related expectations and sales-cycle realities with the organization's ability to sustain the economic needs required to keep sales professionals employed creates a perpetual revolving door within the organization that minimizes any ability to leverage a sales professional's efforts over time!
- **Buyer Impact** – When any seller fails to create a level of trust through relational consistency and transparency, new customer acquisition becomes nearly impossible to achieve. Pioneering is hard enough! When confidence or trust are lacking, most industry professionals will wait a year or more before giving a new company a try – even when they have a personal relationship with the sales professional "currently" employed by that Seller! This is not relegated to only start-ups or new organizations – this is Buyer behavior that can only be tamed through consistency!

So, What is the solution?

Only ONE partner PER category – We **LOCK** your category to protect and isolate your offering – No conflicts to make sure focus is always on you and **YOU** alone!

A Sustainable path wins the day – When we lower the economic impact for the Seller and leverage year-1 into year-2 and year-3, true growth in the form of new customer acquisition and trust are born and consistency wins the day with your Buyers – New and Old!

- **Hybrid Lighting Solutions (HLS)** provides today’s industry players with a “predictable” static cost structure that allows them the ability to create, manage, and sustain a “focused” sales professional’s effort for years!
 - **Greatly Reduced Salary & Bonus structure reducing the economic impact:**
 - \$48,000 annually Salary (Per **Locked** Category)
 - 1099 contract
 - Greatly reduced HR costs / No tax withheld
 - A 1099 employee is a **cost** and is not considered payroll – this changes the Accounting structure as a direct deduction from revenues – Win-Win!
 - Bonus Program -- Target-based (Quarterly & Annual targets negotiated)
 - **Leveraging “Time” to achieve trust, consistency, and long-term growth goals:**
 - 3-year term
 - **Static and Predictable cost structure (reducing organizational costs and risk):**
 - No added HR Benefits (Medical, Dental, Vision, etc.)
 - No Expense Reimbursements
 - No 401K matching or retirement plan requirements

***“Before you commit resources to agents or costly direct hire efforts –
Consider the economic realities!*”**

Simple Math Wins Every Time!”

Contact Devon Anderson (CEO) to discuss your organizational needs and the ways Hybrid Lighting Solutions can help you navigate challenges and achieve your goals!