



Presenting and Selling POE Lighting



TRADE SHOW EDUCATION

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This session is eligible for 1 Contact Hour.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session





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Agenda

- Why should you sell PoE Lighting and Automation?
 - Market factors you need to know
- What are the top selling points for PoE lighting?
- Who and how you're presenting to the customer?
- How your partners should participate in this selling process with you?



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Market Factors

What you need to know . . .

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Market Analysis.

Integrated Building Management Systems

KEY DRIVER: ADVENT OF IoT

CAGR OF OVER 15%

INCREMENTAL GROWTH \$34.5 BN


2021 2030

MARKET SEGMENT IS FRAGMENTED LEAVING ROOM FOR INNOVATION

*EC&M REPORT - 10/28/2020
** VERIFIED MARKET RESEARCH 3/2023

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Market Profile


"More than 90% of US commercial building stock consists of properties under 50,000 square feet . . . Today, there is a need for a . . . BMS that is adaptable to needs . . . of small- to medium-sized buildings"
Smart Industry Forum Jan 2021

\$797 Billion

2021 Forecasted Spend for Non-Residential Construction: Commercial, Hospitality, Office
AIA Nov 2020

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Value of PoE Lighting

- Sustainability
- Code Compliance
- LEED/WELL Points
- Energy Efficiency
- IoT Age Amenities
- Caché
- Big Data
- Maybe Cost Savings?

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Value of PoE Lighting

- Sustainability**
 - 60% less Copper and 100% less Steel Conduit
 - Reduce your carbon footprint
- Code Compliance and Energy Incentives**
 - Title 24 in California
 - IECC 2018
 - Code: 0.9 lumens/watt – PoE 0.3 lumens/watt
- LEED/WELL Points**
 - How PoE gets them – See a full presentation



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Value of PoE Lighting

- **Safe**
 - How safe? Come stick your finger in a light socket
- **IoT Age Amenities - Affordably**
 - Color Tuning – Circadian rhythms
 - Dimming
 - Touch controllers
 - Blinds?
 - Sensors?
- **Big Data . . . For your building**
 - How much value are you losing?

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COST COMPARISON

Ask me how much
Resorts World Plans to Save on their
Next Project
Resorts World Case Study
<https://www.poetexas.com/poe-vs-ac-lighting-cost-analysis/>

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Power over Ethernet

[X 1/4]


CAPEX Savings

- Z X 3/4 **OPEX Savings**

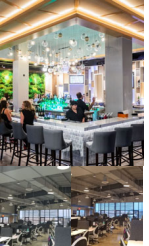





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Cost Study – Las Vegas Convention Center



Morse		Morse	
High Voltage Lighting		PoE Lighting	
Parts + Labor	\$274,084.04	Parts + Labor	\$484,616.18
ETC Equipment (controls)	\$189,000+	Controls	Included
Total	\$274,084.04	Total	\$245,656.58

15% Savings over a traditional AC solution
36% Savings over a managed AC solution



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SAVINGS?

THE DEMAND IS THERE, WHERE WILL YOU PUT THE SAVINGS?

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WHO and HOW

The Nuts and Bolts of Selling

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Who?

-  Owners and Operators who need lighting/automation controls and want to differentiate themselves through technology
-  Someone hoping to find the cheapest way to replace lights and light switches for on/off lighting

Schools, Campuses, Etc. - YES
AND
Restaurants, Physicians Offices, Retail Stores, Lawyers Offices, Insurance Agents, High-End Homes

All Decisions Are Decided on Emotion



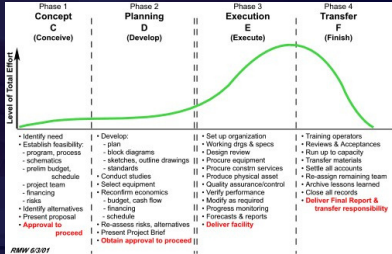

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AS EARLY AS POSSIBLE

When?



Focus on Projects in the Planning and Concept Phase

Avoid the Value Engineering Phase - It all comes down to cost and other subcontractors won't lose the deal here



Phase 1 C (Conceive)	Phase 2 D (Develop)	Phase 3 E (Execute)	Phase 4 F (Finish)
<ul style="list-style-type: none"> - Identify need - Establish feasibility - program, process - schematics - define budget, schedule - project team - financing - risks - Identify alternatives - Present proposal - Approval to proceed 	<ul style="list-style-type: none"> - Develop: <ul style="list-style-type: none"> - plan - block diagrams - sketches, outline drawings - standards - Conduct studies - Select equipment - Reconfirm economics - budget, cash flow - financing - schedule - Re-assess risks, alternative - Obtain approval to proceed 	<ul style="list-style-type: none"> - Set up organization - Working drawings & specs - Design review - Procure equipment - Procure contract services - Produce physical asset - Quality assurance/control - Verify performance - Modify as required - Progress monitoring - Forecast & reports - Deliver facility 	<ul style="list-style-type: none"> - Training operators - Review & Acceptances - Run up to capacity - Transfer materials - Settle all accounts - Re-assign remaining team - Archive lessons learned - Close all records - Deliver Final Report & transfer responsibility


RMF 6/201

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How?

Pave the Way with Good Assets from Your Partners





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How?

Request a Meeting to Understand Their Project Needs

Follow Up to Demonstrate You Understand Their Needs - Proposed Design and Feedback

Provide a Competitive Quote

Follow Up, Follow Up, Follow Up





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WHAT TO EXPECT FROM YOUR PARTNER


What you can/should ask for

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HOW DOES INSERT NAME HELP?

- ✓ Proposal and Marketing Materials
- ✓ Preliminary Designs and Resources
- ✓ Dedicated Resources
- ✓ Rapid Quote Turn Around
- ✓ Concept to Completion Support




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PoE Consortium



WHO DO I TALK TO?



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The Team




Tyler Andrews
CEO



Maria Medel
Customer Success




Joseph Herbst
CTO

The PoE Texas has a proven track record of performance in technically challenging, complex environments, E-Commerce, and world-class customer service.



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Wrap Up



When you're ready to take the next step, reach out to us to find out how to make your move into the PoE lighting and automation space

OR BETTER YET, SEND US A FLOOR PLAN TO SEE HOW POE LIGHTING CAN CHANGE YOUR BUSINESS

Don't forget to go back and see all of our presentations on YouTube and online.



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Complete the Online Evaluation




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