

A Quick-Start Guide

5 BEST MONEY MAKING TIPS

For Electricians, Contractors and
Professional LED Light Installers



Wish you could earn more in your home improvement business—fast?

Whether you're an electrician, contractor, or home design pro, you can! Our team at HitLights will help you rise above the competition with five simple, actionable tips you can start using today. These five business-boosting strategies will let you quickly and easily sell more LED strip light installations so eye-catching and vibrant that your clients will refer you time and time again.

Ready for the tips? Let's go!

1. Upsell opportunities are everywhere! • Practice different pitches so you're ready

Let's say you're already on a job and you've noticed the space doesn't have custom LED strip lights. Your client may not know about the beauty, value, interest, and even safety which [LED strip lights](#) can provide—or that you provide LED strip light installation services.

You have an opportunity to solve a client's problem for them, even if they didn't know they had it. Use a conversation to paint a picture of the possibilities to persuade without being pushy

For example:

- Talk about your other projects: "Lots of homes in this area are putting in under-counter lighting. That's something I can install in a complementary color tone, and complete with [dimmer](#)."

Gives your client **social proof** that others are taking advantage of this option.

- Use flattery: "Flooring like yours screams for toe kick lighting."
Uses **vivid language** to describe what the finished installation could be like.
Creates a feeling.

- Tell them why: "Clients love having me install LED strip lights in walk-in closets because it's the easiest way to bathe the entire space in light."

Provides a **reason** in the client's mind for why they would say yes to the installation.

Keep a few of these ideas in your back pocket so next time you see an opportunity to talk about LED strip lights, you're ready.

Bonus tip: Nine times out of ten, descriptive imagery about spaces makes people want light installations more than cold facts about energy savings.

2. The DIY approach has nothing on a completed professional install.

We've all seen enough botched home "upgrades" to know the Do-It-Yourself approach has taken the world by storm. While the professional eye can easily spot the difference between an amateur install and one executed by a pro, a client may not.

The thing a client can see? The box of materials collecting dust on the garage floor. So often, those DIY projects never actually get done.

Your opportunity is to **remove the hassle** for your client. Finished projects are worth their weight in gold!

Emphasize the client's potential problem with DIY installations:

- Few clients ever find the time to do an install themselves.
- Many people found the learning curve harder than they expected.
- The equipment needed was too confusing. Every project requires a bunch of trips to the big box hardware store.

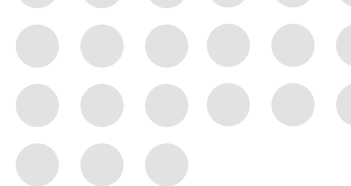
Give the client the solution: You.

You're not just selling the materials, you are selling the completed project. Your client could go to the gym and return to find their pantry completely transformed. Perhaps they head to the store and come home to find you've upgraded their walk-in closet into a light-up jewel box. Or by the time they get back from work, you've illuminated all the dark corners of their shed so now organization is a snap!

You are the client's secret weapon.

With you, they could already be enjoying new light installations.





3. Good, Better, Best

If you're in business for yourself, you have to market yourself. And good marketers know a secret—offer your clients “Good, Better, and Best” options, and many times the client will pick the “better” option.

This strategy requires that the “good” option you offer is authentically good—so if a client does opt for “good,” they’ll be happy. (And consider this important tidbit: there are certain people who always opt for the BEST—on principle. They want the best and are willing to pay for it.)

An easy way to turn a good offer into a better or best offer is to suggest premium LED strip lights like the [Luma5 series](#)—Luma5 boasts a longer life, better flexibility, and thicker material. Standard materials are good; premium materials are better (or best!)

By the way, now that you know about good, better, best—you’ll notice it being used all over the place. For you, it makes sure you’re not leaving any money on the table. For the client, it simplifies the process and gives some structure to what they have to think about and decide on.

Whatever you do, make these choices crystal clear, because of Tip #4

4. The Confused Mind Does Not Buy

Your clients can't help it.

If they are confused, they won't be able to make a decision and you won't be able to close the deal.

This is a rule everyone in business should learn:

- If it's not abundantly clear what you're offering and why
- If your prospects have to spend mental energy to figure it out for themselves

Your potential leads will just walk away from the sales process.



So how can you make your offer clear and easy to understand?

Know your **timeframes** and **how much** work is entailed

Keep specialty parts on hand when you can (like our [HitLights dimmable drivers](#) which can solve a variety of projects) so there are no surprises

Know how to explain the job in **easy-to-understand words**, not “contractor speak”

If it's not an easy yes, the prospect will look for a way out and will say no. So, keep it simple!

5. Trusted Pros are paid for their expertise and get referrals

Your leads will often call you because they have a problem. People with problems are stressed! The good news is, you know the solution, and they will hire you to be their trusted guide and problem solver.

Remember, no customer wants to feel vulnerable. Keep that in mind as you cultivate trust with them, and use language which communicates trustworthiness.

Here are some examples:

“This is how we’re going to solve this”

“If I were in your shoes...”

“When I’ve seen this before, here’s what we did...”

Client Problem	You Give a Solution
Shocked by the initial expense of LED bulbs	Incrementally upgrade all lighting to LEDs
Worried lights aren’t dimmable	Specialized HitLights dimmable drivers
Energy bill too high	LED lights will save money over time
Thinks LED strip lights are DIY feels guilty for hiring installation	Done is better than someday. You do these installations for clients just like them (who are actually enjoying their lights right now!)

Having a reputation as a **trusted problem solver will get you more referrals!** In this day and age, a pro like you who gets the job done and can be relied upon is someone your clients will absolutely talk about! (Especially when everyone asks about their new LED strip light installations.)

By the way, the HitLights superior tech support team is your team. We are always available to help pros. Our [HitLights Professional Account](#) holders have special reps at the ready who can answer all your questions.

We hope these tips get you motivated and excited to serve your clients at an even higher level and grow your business. We want to see you succeed and hope to be your partner for all your LED lighting needs. HitLights – Inspiring the use of eco friendly LED Strip Lights Globally and here to work with YOU!



FACTORY DIRECT LED STRIP LIGHTS & SUPPLIES



WE OWN OUR FACTORY



NO MIDDLEMEN



DESIGNED IN LOUISIANA



EASY TECHNICAL SUPPORT
FOR COMPLEX PROJECTS



PROFESSIONAL QUALITY
LED STRIP LIGHTS & SUPPLIES
FOR PROFESSIONALS



24/7 ORDERING



\$50 CREDIT ON FIRST
ORDER OVER \$400



DEDICATED ACCOUNT
MANAGERS FOR
PROFESSIONALS

LEARN MORE ABOUT LED LIGHTING

[How to design an LED light strip system](#)

[How much light do I need?](#)

[Choosing the Right Color Temperature](#)

[How to connect a dimmable driver](#)

[UL-Listing - What it means to you](#)

[12 Volt vs 24 Volt LED Strip Lighting : What's the difference?](#)

[What is voltage drop? Why are my strips dimmer at the end?](#)

[How to use LED Light Strips to Illuminate Acrylic Lettering and Signage](#)

[Frequently asked questions](#)

CONTACT US

[1 \(855\) 768-4135](tel:18557684135)

www.hitlights.com

[HitLights for Pros](#)

[HitLights OEM Customization](#)

We consider ourselves a full service **LED lighting PARTNER**,
not just a supplier