

# DESIGN-CENTRIC CLIENT RELATIONSHIP TRAINING PROGRAM



## DESIGN-CENTRIC PROCESS

### COURSE CONTENT

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#### The Design-Centric Process

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#### Understanding The Prospect

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#### Consultation & Design Fees

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#### Install / Reveal / Future Services

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#### Course Requirements, Sign-up & Cost

#### WHAT IS IT AND WHY IS IT IMPORTANT?

The **Design-Centric Process** has been established by ELLI as a philosophy and approach to addressing how we interact with people (prospect or customer). This course has been tested and tried in real-world scenarios, so we are confident that it will only enhance any current practices you have in place.

We will look at the differences between Design-Centric, Sales-Centric, and System-Centric approaches, as well as identify 'why' we recommend a Design-Centric process for advancing your practices through this 7-week course.

There are a couple of benefits that one will gain from following this process: 1) naturally increased revenues, and 2) ensured confidence in building these relationships. Our goal is to take you from being a "salesman" and into a "trusted advisor" role. This course is not about teaching tactics, rather it's a solution to building rapport and bonding with the customer. It's also about ensuring project fulfillment.

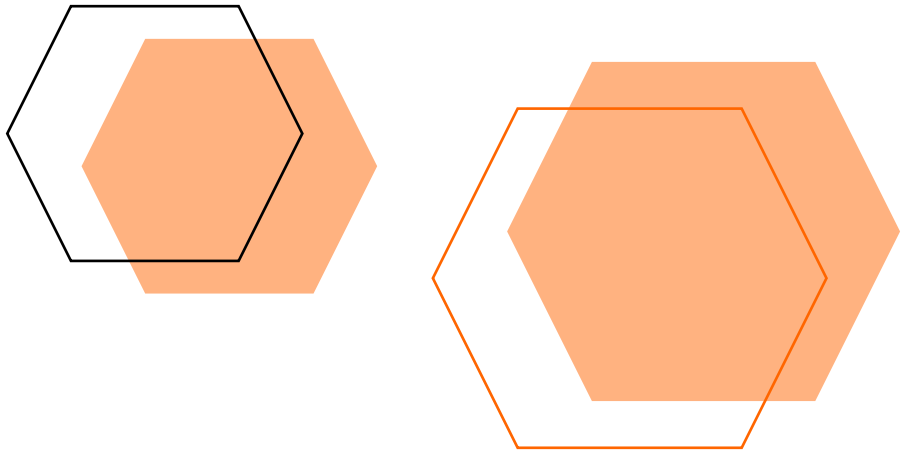


# UNDERSTANDING THE PROSPECT

## LEARNING STYLES & FIRST IMPRESSIONS

If we are to be successful lighting designers, then we need to truly understand them and how they best learn. We'll look at the various learning styles and how to identify them, as this is an advantageous tool that we can utilize. Through this understanding, we can employ techniques that best benefit our prospects and build this trust.

Prospects will judge you upon your first contact and that is why there is great value in understanding "how" we are typically viewed. Once again, this is another tool towards eliminating barriers, as well as providing something different by our approach.



# CONSULTATION & DESIGN FEES

## CONTROLLING THE PROCESS

The consultation stage of the Design-Centric Process is used to better develop an understanding of the whole process and it serves to enhance designer control. Everything is explained to the prospect at this point, including the Design Fee. Once this step is accomplished, the prospect becomes a customer—this is a big step forward in the relationship.

Not only will the designer's confidence grow, but this moves the relationship from salesperson into that of the 'Trusted Advisor'. During this training, we will look at the project budget, its concerns, and how to address prospect acceptance.

Lastly, we'll look at the project's proposal and gaining full acceptance to move forward.



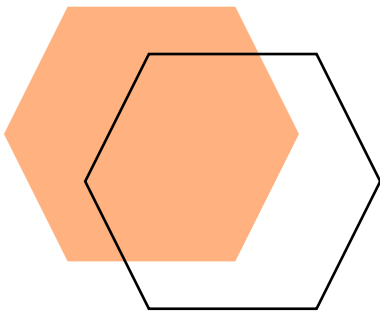
# INSTALL, REVEAL, & FUTURE SERVICES

## ADVISING THE CUSTOMER

By this point in the relationship, the prospect has moved into a position of being your customer—you are now serving as a 'Trusted Advisor.' This is always the preferred position to be in and one that ELLI stresses. We believe this is what makes our **Design-Centric Process** so valuable.

We'll discuss the general aspects of the installation phase and how you should interact with both the customer and the installation team.

This learning will include the steps through the installation phase and to the reveal. The last important part of this process is establishing the Service Maintenance Agreement (SMA), as this is important to both parties—designer and customer. We'll look at the basic documentation of the job, including an As-Build plan, and preparing the customer for future services.



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## COURSE REQUIREMENTS

### WHAT IS REQUIRED

Anyone can participate in this program, no matter the skill level. However, it is recommended that they have some background in the landscape design or lighting design practice. There are a few requirements for this course:

1. Participants must **Sign-Up for Program, Register, and select payment option** that best fits your needs. You can do this by going to the ELLI website: <https://www.landscapelightinginitiative.org/design-training/>
  - Each participant signed-up will receive a complimentary **Study Guide**, which is required for the course. This will allow students to review subject matter weekly and make notes for their use.
2. Participants must **commit to the following expectations**:
  - To **participate in group discussions** by offering feedback, as well as performing critiques.
  - To **show up on-time** and to **commit to the full duration of each session**. Each session lasts up to 2-hrs. in length, depending on the content and discussions. Sessions are once per week in the evening hours.
  - To **select the Intent of their studies**—Certification, C.E. Credits, or Non-certification



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## COURSE SIGN-UP & COST

### HOW TO SIGN UP

Those interested in participating and gaining this specialized knowledge must register online at the ELLI website: <https://www.landscapelightinginitiative.org/design-training/>

**This course is 7-weeks** in length. Group numbers will be assigned depending on the number of participants available for the training schedule. No group will be smaller than 4 people and group size will be limited to 8 total students. The cost of this foundational program is: **\$1,050.00**.

The following payment types are available: Venmo, PayPal, Visa, MasterCard, or Check. Merchant fees may apply in addition to program costs:

### WHY SHOULD I SIGN-UP

There are many reasons to participate in this lighting design program, but there are three (3) primary reasons to do so:

1. The **Design-Centric Relationship course** will eliminate years of trying out new thoughts or practices, as this course has been tested several times in real-world settings—all with proven results. Most other business-related trainings focus completely on ‘sales’—in other words, they are Sales-Centric.
2. This course will **greatly build your confidence** with regards to how you approach prospects in order to achieve successful results. Confidence will grow because you are seeing direct results by gaining Design Fees (revenue), as well as acquiring Service Maintenance Agreements (SMA’s). Additionally, your confidence will allow you to gain better ‘control’ over the project—another benefit.
3. ELLI guarantees that if you apply these concepts and practices, you will successfully advance your abilities to gain more customers, bigger projects, and develop personal skills necessary by all designers. This training was developed through understanding and consolidating years of professional practices. Additionally, you should easily be able **to gain a ROI on this course** once the student begins to incorporate Design Fees and Service Maintenance Agreements (SMA’s).