



NXT LEVEL 2 DESIGNEE MARKETING TOOLKIT GUIDE

Revised: April 2019



CONGRATULATIONS

on earning your NXT Level 2 designation

Your completion of the NXT Level 2 training further positions you as one of the best among Northwest lighting professionals. We thank you for your commitment to distinguishing your expertise in a crowded field.

A continuation of the NXT Level 1 toolkit, the NXT Level 2 toolkit is filled with tools and best practices to help you further differentiate your industry-leading knowledge in the eyes of current and prospective clients.

All tools outlined in this guide are available to download at:
[nxtleveltraining/nxt2toolkit](https://nxtleveltraining.com/nxt2toolkit)

Please reach out with any questions or comments by emailing
training@nxtleveltraining.com or calling **800-413-9661**.



NXT LEVEL 2 MARKETING TOOLKIT

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DESIGNATION LOGO



TOOL OVERVIEW

- ▶ Your NXT Level designation acts as a third-party endorsement of your expertise in this field. We encourage you to use the logo in one or more of the following places to help prospective clients identify you as NXT Level designated:
 - Company website (e.g., home page, about and/or services pages)
 - Proposals or presentations
 - Marketing or advertising (e.g., email, direct mail, events, signage, business cards, email signatures, etc.)
- ▶ The logo is available in digital (PNG) and print (JPG/EPS) formats. Using the right file type for the right application will ensure the best color and quality.
- ▶ When using the logo digitally, consider hyperlinking to additional information about NXT Level such as the flyer included in this kit, content on your website, or the NXT Level website: nextleveltraining.com

FLYER



**DESIGNATED
NXT
LEVEL
2**

Make sure your lighting professional is
**AMONG THE BEST
IN NW LIGHTING**

When you see the **NXT Level 2 designation badge**, you'll know you're receiving the very latest, most efficient and cost-effective lighting solutions.

NXT Level 2 designees have built upon their NXT Level 1 designation to stay sharp and up-to-date on the most advanced and efficient lighting techniques and technologies.

This cutting-edge lighting training is created and administered by Northwest utilities, lighting experts and organizations. When you hire a **NXT Level 2 designee**, you're hiring an advanced lighting expert who's specially trained to provide you with:

-  Expert lighting system evaluation including existing lighting equipment, lighting conditions, human factors and redesign feasibility
-  In-depth analysis of LED technology and applications including evaluating new lighting products for performance, energy use, reliability and cost-effectiveness
-  Optimal control type and technology selection for projects, including control system compatibility and interoperability with other controls and lighting components
-  Project alignment with, and access to, available utility incentives that lower project cost

**NXT
- LEVEL -**

For the best lighting across Idaho, Montana, Oregon and Washington, look for the NXT Level designation badge.



To learn more about NXT Level, visit nxtleveltraining.com.

TOOL OVERVIEW

- ▶ This flyer is available to help communicate the value of your NXT Level designation to current and prospective clients.
- ▶ Consider using this flyer:
 - As a download on your website, serving as a companion piece to designation messaging and/or the logo
 - As part of your sales or proposal materials
 - As a handout to customers who want to learn more
- ▶ Contact us if you're interested in co-branding this flyer with your company's name, logo, etc. (note: Adobe Illustrator is required to edit):
info@nxtleveltraining.com

DESIGNATION CARDS



Lighting expertise that's
**the very best
in NW lighting.**

NXT Level 2 designees are among the very best in Northwest lighting, with advanced training and expertise in:



Advanced lighting systems, assessments and applications



Designing state-of-the-art systems



Installing and configuring lighting technologies and controls

nxtleveltraining.com



TOOL OVERVIEW

- ▶ Whether you're meeting a prospective client or running into a colleague, use these cards to promote your elite standing as a NXT Level 2 designee.
- ▶ NXT Level 2 participants will receive 50 free cards upon achieving their designation. Art files are available for download on the Marketing Toolkit webpage for self-printing of additional copies: nxtleveltraining.com/nxt2toolkit.

PRINT/DIGITAL BANNERS



The very best in
NW Lighting



Lighting expertise that's
second to none.

The very
best in
NW lighting.



*Lighting
expertise that's*
**second
to none.**



TOOL OVERVIEW

- ▶ Use these banners in your print or digital marketing to promote your designation status and convey the value your designation brings to customers.
- ▶ Banners are available in digital (PNG) and print (JPG/EPS) formats. Make sure to use right file type for the right application for optimal color and quality.
- ▶ When using the banners digitally, consider hyperlinking to additional information on NXT Level such as the flyer included in this kit, messaging on your website, or the NXT Level website: nxtleveltraining.com.

MESSAGING

Short:

To further provide you with the latest, most efficient and cost-effective lighting solutions, [I/we] have earned [my/our] NXT Level 2 designation. The most advanced tier of the most advanced lighting training in the region, NXT Level 2 is a comprehensive series of courses created and administered by a collective of Northwest utilities, lighting experts and energy efficiency organizations.

Long:

To further provide you with the latest, most efficient and cost-effective lighting solutions, [I/we] have earned [my/our] NXT Level 2 designation. The most advanced tier of the most advanced lighting training in the region, NXT Level 2 is a comprehensive lighting training created and administered by a collective of Northwest utilities, lighting experts and energy efficiency organizations.

This designation places me among the very best lighting professionals in the region. When you hire [company/individual name], you're hiring [a professional/professionals] [who is/who are] specially trained to provide:

- the very latest techniques and technologies
- the most advanced approaches to lighting design and planning
- cost-effective lighting solutions
- the most energy-efficient practices
- lighting calibrated to the specific needs of your project
- access to utility incentives that lower project cost

To learn more about NXT Level, visit nxtleveltraining.com.



TOOL OVERVIEW

- ▶ **Messaging is available to help position and talk about you and/or your staff's NXT Level designation in a way that's accurate and consistent with the way the NXT Level training team communicates with the marketplace. This will help boost your own recognition in relation to the training and ensure you're touching on all of the designation's value propositions with your clients.**
- ▶ **Content is available in three lengths to fit a variety of applications, such as:**
 - **Short: elevator speeches, social media, signage**
 - **Medium: e-newsletters, website, presentations**
 - **Long: website, blogs, sales materials**

PRESS RELEASE

PRESS RELEASE MOCK-UP

COMPANY NAME further distinguishes their lighting expertise in the Northwest market

Building on their NXT Level 1 designation, [COMPANY NAME] has earned the prestigious NXT Level 2 designation. This distinction further cements their position as foremost regional experts in the very latest lighting technologies and techniques.

[CITY, STATE—(e.g., “Vancouver, Wash.”)] (MONTH X, YEAR) — Having already earned their NXT Level 1 designation, [CONTRACTOR NAME(S)] at [COMPANY NAME] [IS/ARE] not resting on their laurels. To remain in the top tier of Northwest lighting professionals, and to stay at the forefront of a rapidly evolving industry, [CONTRACTOR NAME(S)] [HAS/HAVE] earned their NXT Level 2 designation.

Even more advanced than its predecessor, NXT Level 2 equips lighting professionals with the most advanced approaches to lighting design, planning, energy-efficient practices and cost-effective solutions. By earning this prestigious designation, [COMPANY NAME] reconfirms their commitment to providing their customers with the best available design and installation of commercial and industrial lighting retrofits.

“[QUOTATION FROM COMPANY REP LOREM IPSUM QUOTATION FROM COMPANY REP LOREM IPSUM],” says [INDIVIDUAL NAME], [INDIVIDUAL TITLE] at [COMPANY NAME]. “[QUOTATION FROM COMPANY REP LOREM IPSUM QUOTATION FROM COMPANY REP LOREM IPSUM QUOTATION FROM COMPANY REP LOREM IPSUM QUOTATION FROM COMPANY REP LOREM IPSUM].”

Created and administered in partnership with Northwest utilities, industry experts, and lighting professionals from around the region, NXT Level training provides instruction in areas beyond lighting technology, including customer service guidance to help lighting contractors confidently manage every step of a lighting project.

For more information, visit [COMPANY URL] or [nxtleveltraining.com](#).

###

About [COMPANY NAME]

[ABOUT COMPANY LOREM IPSUM ABOUT COMPANY LOREM IPSUM]

About NXT Level training

NXT Level training is designed for companies and individuals delivering lighting retrofits to commercial and industrial customers. NXT Level 1 and NXT Level 2 address the needs customers, utilities, and trade allies face in today's rapidly evolving lighting market. Trade allies who complete these trainings gain a thorough understanding of the most advanced lighting and control systems.

Contact

COMPANY CONTACT PERSON
COMPANY NAME, TITLE
(XXX)-XXX-XXXX, CONTACT EMAIL



TOOL OVERVIEW

- ▶ The press release template is a customizable tool that you or your company can use to promote your NXT Level 2 designation status.
- ▶ To use, simply fill in the highlighted blocks with your company information. You can optionally choose to add additional information or context about you or your company, such as complementary certifications, achievements, case studies, or commitments in the area of energy efficiency.
- ▶ The press release can be distributed in one or more ways:
 - Shared by email with your contacts and network
 - Posted to your company's news or blog page on your website
 - Shared on social media (link to your website where press release is available)
 - Pitched to industry outlets (e.g., organizations, publications, blogs, etc.)
- ▶ As press releases are generally designed to announce new information, we advise that you distribute your release closely following achieving your designation.



**We thank you for your continued
commitment to being among the
best in Northwest lighting.**

Don't hesitate to reach out with any questions or feedback:

(e) info@nxtleveltraining.com

(p) 800-413-9661