



NXT LEVEL DESIGNEE MARKETING TOOLKIT GUIDE

Revised: April 2019



CONGRATULATIONS

on earning your NXT Level designation

Thank you for your commitment to being among the best lighting professionals in the region.

This toolkit can help you make the most of your designation by providing tools and best practices to promote your expertise in the market to current and prospective clients.

All tools outlined in this guide are available to download at:
nxtleveltraining.com/nxttoolkit

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



NXT LEVEL 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:

nxtleveltraining.com

FLYER



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

PRINT/DIGITAL BANNERS



Among the Best in
NW Lighting



Your qualified
**EFFICIENT-LIGHTING
EXPERT**

Among
the Best
in NW
Lighting



Your qualified
**EFFICIENT-
LIGHTING
EXPERT**



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:

[We/I] earned the NXT Level designation so [we/I] can provide you with the latest, most efficient and cost-effective lighting solutions.

Medium:

[We/I] earned the NXT Level designation so [we/I] can provide you with the latest, most efficient and cost-effective lighting solutions. Only NXT Level designees have completed a comprehensive lighting training created and administered by a collective of Northwest utilities, lighting experts and energy efficiency organizations.

Long:

[We/I] earned the NXT Level designation so [we/I] can provide you with the latest, most efficient and cost-effective lighting solutions. Only NXT Level designees have completed a comprehensive lighting training created and administered by a collective of Northwest utilities, lighting experts and energy efficiency organizations.

When you hire [company/individual name], you're hiring [a professional/professionals] [who is/who are] trained to provide:

- the latest techniques and technologies
- 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

WINDOW CLING



Among the Best in
NW Lighting.



Among the Best in
NW Lighting.



TOOL OVERVIEW

- ▶ Window clings are pre-printed and distributed free of charge to individuals who completed the NXT Level 1 training.
- ▶ These removable clings are designed for use on any window surface, such as a company vehicle, or a door or window.
- ▶ Each designee will receive two clings. You are welcome to print additional clings at your own cost. Please contact us for access to the print files:
info@nxtleveltraining.com.

COUNTER SIGN



TOOL OVERVIEW

- ▶ Counter signs are pre-printed and distributed free of charge to individuals who completed the NXT Level 1 training.
- ▶ This signage can be used in a variety of applications, including:
 - Event tabling
 - Reception area or desk
 - Designee office desk or shelf space
- ▶ Each designee will receive two counter signs. You are welcome to print additional signs at your own cost. Please contact us for access to the print files:

info@nxtleveltraining.com

PRESS RELEASE

NXT LEVEL
PRESS RELEASE TEMPLATE

COMPANY NAME joins an exclusive group of Northwest lighting professionals

By earning their NXT Level 1 designation, the lighting experts at [COMPANY NAME] distinguish themselves as an authority on the latest in lighting technologies and techniques.

[CITY, STATE—(e.g., “Vancouver, Wash.”)] (MONTH X, YEAR) —As commercial and industrial lighting technology continues to evolve at a rapid pace, it takes a strong commitment from lighting professionals to master the latest product trends and energy efficiency advancements. In earning their NXT Level 1 designation, [COMPANY NAME] demonstrates their position as an industry leader for customers seeking advanced 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].”

Designed 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.

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About [COMPANY NAME]

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About NXT Level training

Designed for trade ally companies and individuals delivering lighting retrofits to commercial and industrial customers, NXT Level 1 training addresses the needs customers, utilities, and trade allies face in today's lighting retrofit market. Trade allies who complete this six-course lesson plan gain a thorough understanding of the most advanced lighting 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 1 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
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