

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