

# HOW TO SELL

TO ELECTRICAL CONTRACTORS & LIGHTING DESIGNERS



 **CRESTRON**<sup>®</sup>  
800.237.2041 | [www.crestron.com](http://www.crestron.com)

Lighting control is intimidating to many of our traditional AV installers, but it doesn't need to be. Most architects, electrical contractor and lighting designers are not adamant about which lighting control system they specify.

**“If you demonstrate the value of Crestron lighting you can often make the sale and put more money in your pocket.”**

The value of lighting control is much greater than just the hardware installed; lighting control can drive the overall sales process. Lighting is the first system that must be designed, specified and installed in any new construction or renovation. Before walls go up, designers and homeowners must decide about types of fixtures and location, wires must be pulled and sheetrock cut for back boxes. If you own the lighting control you will own the entire project.

A poll of lighting designers concluded that ninety percent of all lighting systems get connected to a Crestron system. The main reason cited is that no other lighting control system offers touchpanel control.

**“Designers also like a one-stop shop solution, scalability and full integration.”**

The top three technical reasons contractors and designers choose Crestron over any other lighting control system are:

## 1 Efficiency

Crestron offers higher capacity modules and cabinets so fewer products are required. Fewer products and a fully integrated system save programming time. **A single platform solution** that uses the same programming language to control all types of lighting, HVAC, security, audio, video and shades is much more efficient than connecting several disparate systems.

## 2 Peace of Mind

Ask any lighting designer or electrical contractor if redundancy is important. Almost every installed lighting system includes a back up power generator. Only Crestron **offers redundant processors, auto back up, and via our own e-Control® technology**, auto email notification regarding any prescribed alert condition.

## 3 Advanced Features

**The Crestron advantage culminates with our wide array of advanced features** that no other lighting company can deliver. First, homeowners can reset lighting scenes from any Crestron keypad or touchpanel without the assistance of a programmer. To make changes to preset lighting scenes with other companies, a service call to a technician or programmer is required.

Real-time feedback on Crestron touchpanels display bar graphs and percent gauges to visualize current or changing lighting levels. This display is also helpful when setting lighting scenes. Users can dim or ramp up lighting levels quickly and easily from any location, then save the settings for recall.

Web-based control and email notifications are also unique features to Crestron lighting. Crestron led the industry nearly ten years ago, introducing the first IP-based control system. Today, Crestron offers a complete hardware and software network solution to monitor, manage and control systems and devices from any PC or laptop.

Finally, and most importantly, Crestron offers the only complete end-to-end solution in the industry. Only Crestron provides a fully integrated single platform solution for touchpanels, keypads and handhelds to control audio/video, HVAC, security, pool/spa, shades/drapes, lighting and so much more.

**Once you've explained the Crestron advantage to any EC or lighting designer, he or she will have a difficult time justifying any other lighting control system to the client.**