

## Marketing Strategies for Eco-\$mart Representatives

Below are several ideas that are recommended to develop your local market for Eco-\$mart products. Each geographic market has its unique features, but applying these concepts to your local market with some creativity should produce positive results.

**Commercial / Government Retrofit Packages:** One very hot market for our products is **local government, military and hospitals** for our LED and Induction lighting. We have LED screw-in lamps and LED retrofit kits for HID lighting, and Induction fixtures and screw-in induction lamps. Many government entities have funds to reduce energy consumption, and they will continue to have more as time goes on. This can be sold as part of a package for commercial retrofit to include Water-Cooled HVAC Retrofit (Demand Buster) and Eco-Flector Window Retrofit (see commercial cost / benefit file). We don't install, but can show the concepts, then either the facility can self install, or we can sell the products through local installation contractors where necessary. **Electrical contractors** are a great target market for the energy efficient lighting (and PV), as well. We should contact all the electrical contractors in each market. They are contacting us via the Internet every day from all around the country. **HVAC contractors** and mechanical engineers become repeat customers to sell the Demand Buster, as well. We have commercial leasing available to create "Positive Cash Flow" programs where the energy savings are larger than the lease payment for the retrofit.

**PV Projects** – We are a distributor for two of the world's largest and best PV manufacturers, both are UL and FSEC listed. We also distribute the inverters, mounting hardware and balance of systems, and can offer system design for reasonable fees (though the manufacturers). We can bid and win large, utility scale PV projects, as well as sell to **solar and electrical contractors**. We should contact all the solar and electrical contractors in your area and find out what projects are coming for them, as well as the utility companies, as they may have large-scale projects they are building, and they will have rebate information and solar contractor lists.

**Lunch and Learn for Architects** – We have found that architects are very receptive to learning about the latest green building systems. Simply contact them, let them know what we do, offer to pay for lunch and give a power point presentation. Just let me know the food arrangements, and I will provide a credit card number for payment. Either I, or your Regional Director can give the presentation until you feel comfortable doing it yourself.

**Public Educational Seminars** – Contact local nonprofit organizations (and groups such as USGBC, AIA COTE (Committee on the Environment) and ASID (American Society of Interior Designers) ) in your market and offer to put on seminars on "green construction and remodeling ideas". I would recommend starting with environmental organizations such as the Sierra Club or Audubon, but we have had success with animal shelters, nature preserves, and even for-profit health food stores. The idea is to propose that these seminars will bring attention to the nonprofit's cause, while doing something good for the planet. By publicizing the event – the nonprofit will hand out fliers, put notices in their newsletters, and we will send out press releases to the media – lots of people learn about Eco-\$mart, even if they don't come to the event. This will create consumer demand for our products with builders, flooring dealers, cabinet makers, etc.

**AWG** – We have created program to market our Atmospheric Water Generators (reduce humidity while making pure drinking water). We can approach **health clubs, doctors, dentists, chiropractors, health food stores** – anywhere where water coolers are currently being used, and some places where they are not and offer the following: Pure water, continuously repurified, dehumidifying and filtering the air, approximately \$0.12 per gallon cost, a rental program for \$40 to \$60 per month, and a referral program where if their clients choose to buy or rent one for their own home or business, the referrer gets paid \$200.00 for each unit. The referral program is all web-based and simple to use.

**Direct Marketing to Flooring Dealers / Cabinet Makers / Interior Designers / Builders** – I recommend that you budget some time every week to make direct sales phone calls. If you set aside several one hour time slots and do it the same time and days each week, it will be more likely to get done, versus just telling yourself that you should do some every week. **I recommend focusing on our products for**

**cabinet makers, flooring dealers, interior designers, first (Bamboo plywood, Torzo, FSC Teak, Palm Flooring).** Use your yellow pages or online searches to find the contact numbers. Simply call, let them know that you are introducing some new, environmentally friendly and healthy products to the market, and would like to set up a time to show them the line. I think you will find the reception is pretty good, as consumer interest is growing for green products, and the dealers are becoming aware of this. The public seminars help this, and give you materials to show the dealers about exposure we generate that could be directing sales to their businesses. Calling on **Builders and Developers** is also a good idea, but as a group, they are less open to new ideas than other groups. Using [www.energystar.gov](http://www.energystar.gov) and [www.floridagreenbuilding.org](http://www.floridagreenbuilding.org) to find the builders who have taken steps to be green is a good starting point. Also, we have sold our Windpact Plus vinyl impact insulated low-e windows to many **remodelers**. Our prices are very good, but we don't install windows, so we need to sell to a contractor who can handle the install themselves. To that end, if you can locate a labor only window installer in your area, it will help you close deals with contractors and homeowners (necessary for the home owner sale).

Please know that I am here to help you in any way I can, and am open to (and look forward to) your ideas about how to create awareness in your marketplace. As each of you figures out successful strategies, they will be shared with others to benefit from lessons learned.

Thank you for all your efforts.

Sincerely,

Matt Ross, President  
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