

## How to develop your sales skills on LID products

We offer you a one-hour training session, physical or video, with demonstration products and technical and commercial documentation.

- Presentation of LID company, team and know-how
- A quick and fun quizz that introduces the basics of lighting and a few technical notions (Lux/Lumens/Watt/IRC, LED characteristics at LID...).
- Presentation of all the LID lamps: LED / Halogen / Infrared, and the different fixings.
- Sales assistance: Identification of lamp models according to a sector of activity, a typology of customers, a speciality or a specific act.
- The advantages of LID: made in France, 3 years warranty, top-of-the-range equipment, reasonable prices, interesting margin, little after-sales service, no maintenance: high potential market.
- Sales techniques for LID products: Additional / associative selling, up selling
- Exchange time, product handling.

In 1 hour, you will have all the cards in hand (technical and commercial) to represent LID effectively and be recognized as a technician by your customers.

We also offer an expert questionnaire for those who wish to test their knowledge some time after the training and become a real "LID ambassador"!

Contact us to organize this training:  
+334 42 92 89 76  
[contact@lid-lamps.com](mailto:contact@lid-lamps.com)