

DOING BUSINESS WITH THE LIGHTING ALLIANCE



The Lighting Alliance is organized so as to provide customers the most effective service possible. In order to deal with the many complexities of the lighting business, the agency is divided into (3) specialized departments; **Customer Support, Project Quotations, and Outside Sales.** This specialized approach allows each group to focus on specific aspects of the business. The following information should help customers understand the roles of each group and help guide them to the appropriate department/personnel for their specific need.

Note: The agency supports three (3) forms of communication with its distributor partners:

- **Direct online information sharing.** TLA provides real-time order status via the industry-leading, LDC (Lithonia Distributor Center) by Acuity Brands Lighting. TLA's distributor partners who utilize this tool have a tremendous competitive advantage through the delivery of timely and accurate information to their customers. In addition to order status and product availability, users have immediate access to invoices and credits. Contact your assigned Customer Support Advocate for more information on this invaluable tool.
- **Email.** While much of the communication between our distributor partners will be phone-based, we support, and strongly recommend, the use of email. Many of the business's transactions require a supporting

recorded document which can best be handled via email.

- **Telephone.** Understanding the agency's state-of-the-art phone system makes communicating with the agency more effective. The phone system is set up to optimally support the organizational structure listed below. The use of an automated attendant directs your call immediately to the appropriate department and eliminates needless transfers. Listening to the attendant's message carefully will allow you to understand the best option(s) for your call. Voice mail gets your message to the intended party quicker than any other manual process.

Customer Support / Inside Sales

The Customer Support function provides "one stop shopping" for order status, post sales resolution (returns, corrections), inventory availability and pricing of commonly sold, day-to-day items. The Lighting Alliance provides the area's best customer service through a combination of state-of-the-art technology and a capable staff of Customer Advocates having a "can do" attitude. The agency is equipped with the latest computer environment that provides on-line, real time information on Lithonia orders and inventories. The Customer Advocates are your "link" to all our manufacturers and will handle your needs throughout the order fulfillment cycle.

Customer Advocates service an **assigned** list of customers. To reach the Customer Service department you may contact your assigned Advocate through their specific extension, or you can press "7" upon reaching the auto attendant and the first available Advocate will assist you.

In addition to their order management responsibilities, Customer Support personnel are equipped to assist customers with inventory availability and pricing for commonly sold products. This *Quick Ship* role ensures customers a fast and accurate response regarding the availability and price of **stock products** from a variety of manufacturers. Contact your assigned Customer Advocate for opportunities of small to moderate quantities of commonly sold items you

frequently encounter throughout the business day.

Project Quotes / Inside Sales

The *primary* focus of this group is to respond in a timely and effective manner for pricing on project bills of materials. The Quotes Department, located at the main office, handles bids for all projects, regardless of location. Quotes for project bills of materials are distributed to various quotes personnel based on work load, complexity of the project, and to some degree the geographical location of the project. To reach quotes personnel, or to determine who is assigned to what project, press “6” upon reaching the TLA auto attendant. You will be forwarded to the Quotes Administrator for assistance. *Note: Due to the critical nature and timing of project bids, it is entirely possible that quotes personnel will be unavailable for some portion of their day. The Quotes Administrator has been put in place to assist you in these situations.*

Quotes personnel also provide submittals and manufacturer breakouts once you have an order in need of processing. Upon receipt of a Purchase Order, quotes personnel perform a first level review of your order for product verification and price compliance. Once this initial review has been completed the order is passed on to Customer Support for processing.

Sales

Each of the departments above specializes in a particular aspect of what is generically known as “inside sales”. The **primary focus** of outside sales personnel is to **create or close new business**. The management and maintenance of existing business should be handled by your Customer Advocate. Please direct all requests dealing with the maintenance of existing orders to inside support personnel thereby allowing outside sales to concentrate on mutually profitable efforts associated with additional orders. The Alliance’s **Sales** function consists of the following specialized *outside* sales personnel:

Contractor/Distributor sales personnel are charged with promoting the products of all our manufacturers directly to both electrical distributors and their customer, the electrical

contractor. C/D sales personnel are responsible for creating a “pull through” effect for stocking distributors by developing *product preference* at the contractor level. Contractor/distributor sales personnel also focus on the negotiation and closing of project business opportunities. Contractor/distributor sales personnel are paired with specific Customer Advocates to service assigned distributors while providing an effective *team* approach.

Specification sales personnel are responsible for promoting the products of our manufacturers to the design community (including but not limited to owners, architects, interior and lighting designers and engineers). They focus on developing specifications on projects using a wide variety of the agency’s products and coordinate closely with the efforts of the Technical Services group. *Note: some sales personnel, particularly those in branch offices, may have a combination of contractor/distributor and specifier responsibilities.*

Technical Services provides the agency’s sales personnel and their customers with technical assistance including, but not limited to, design consultation, advanced computer aided layouts, basic lighting education, and assistance with illumination based computer programs. Distributor personnel may send requests for layouts directly to their assigned Contractor/Distributor salesperson or to the agency’s Tech Services function.