

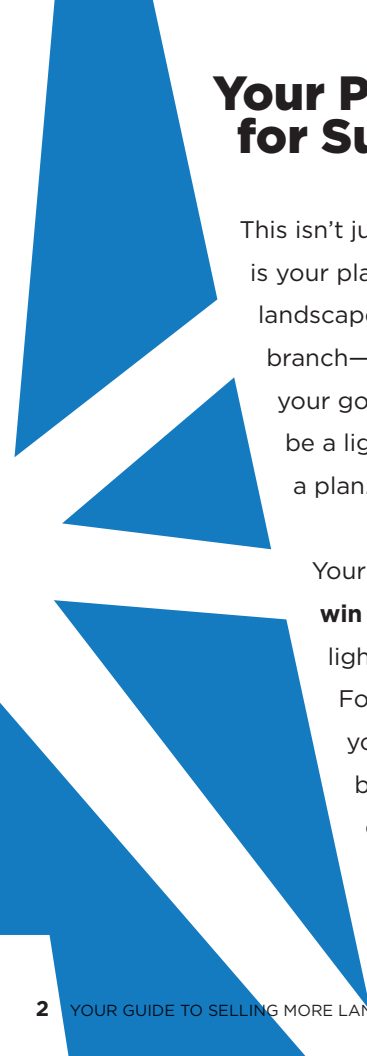


# **Your Guide to Selling More Landscape Lighting**

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## **THE ALLIANCE ADVANTAGE**

**ALLIANCE**  
OUTDOOR LIGHTING



# Your Playbook for Success

This isn't just another product guide. This is your playbook for building a profitable landscape lighting business in your branch—step by step, with **Alliance** as your go-to partner. You don't need to be a lighting expert, but you do need a plan.

Your plan? **Help your contractors win more jobs** so they buy more lighting from you. It's that simple. Follow these key actions, and you'll build a thriving lighting business that keeps contractors coming back to your store.



# Why Contractors Switch to Alliance (And Why They Stick)

Alliance isn't just another lighting brand. It's designed to make contractors' lives easier—which means they'll want to buy from you again and again.

- **Faster installs:** The dual wire lead (25' and 18") makes connections a breeze (no extra splices, no wasted time). Contractors save on wire and labor.
- **Better materials:** Solid brass construction lasts longer and looks better. Alliance offers aged brass and premium black overcoat for every fixture.
- **Pre-installed lamps:** No need to add lamps—contractors can install and move on.
- **Reliable transformers:** Our transformers are contractor favorites because they're built to perform in real-world conditions.
- **Simpler systems:** No complicated setups, just plug, play, and profit.

If a contractor is using other brands, ask them: Why are you working harder when you don't have to? Then show them the **ALLIANCE ADVANTAGES**.

# Stock Smart. Keep Inventory Moving.

If you don't have the right inventory, you can't sell it. It's that simple. Stock what sells, keep it fresh, and always have the essentials on hand.



**The Designer Series** is the most **profitable** and **versatile** line ALLIANCE has to offer. These are the products you should be selling. Reference the designer series catalog for all available options the real pros are looking for.

**Start with the basics:** Path lights, uplights, and transformers to drive sales. Contractors need these first.

## POWER & CONTROL



**XF Series**

## UPLIGHTS



**BL200**



**BL110**

## PATH/AREA



**AL100**



**AL150**

**Know what else contractors are buying:** ALLIANCE has a fixture for every application needed to complete the job.

**HARDSCAPE**



**SL70-BT**

**WALL WASH**



**FL200**

**SPECIALTY**



**ML55-LED**

**Listen to contractor demand:** If they're asking for it, stock it. If they use another brand, show them the ALLIANCE ADVANTAGE.



**HSC-BL1**



**HSC-PL1**



**PL600**



**PL300-BLK**

**Leverage EXCLUSIVITY:** Alliance isn't available at Site-One, Ewing, or other competing stores. That means stocking Alliance gives contractors a reason to buy from you—not your competitors. Plus, once they start coming in for lighting, they'll buy more of everything else you sell. **This is a game-changer**—offering Alliance helps turn those Site-One and Ewing customers into your loyal customers across all product categories.

# Turn Every Sale into a Bigger Sale

Contractors aren't just installing lights—they're creating experiences. And better experiences mean bigger sales.

## Budget Conscious Contractors Going Somewhere Else?



**Start with the Pro Series:** The Pro Series is made for you to bring budget-conscious customers to your stores and introduce them to the value of solid brass fixtures. Contractors should see the Pro Series as a superior budget fixture, but the Designer Series should be their go-to fixtures.

Introduce them to advanced features like the dual wire lead, smart technology, and bigger money makers—so when it's time for the next project, they're reaching for the Designer Series.

## The Pro Series offers a full line of quality of products.



**TF Series**



**BL115**



**PAL105**



**FL15**



**SL75-LED**

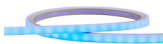
**Upsell WiFi & Color Control:** Sell the products that attracts today's clientele.



**IT2 Series**



**BL400-BT**



**TAPE-BT**



**FL50-BT**

**Retrofit options:** Many jobs don't need full system replacements—just an upgrade. The itimerpro-2 gives a traditional transformer WiFi connectivity through the it PRO app. Clients with old fixtures? bt ALLY lamps quickly converts them to dimmable, tunable white and RGB color changing fixtures through the bt app.

**it PRO app**



**itimerPRO-2**



**BT-ALLY-MR16**



**BT-ALLY-G4**

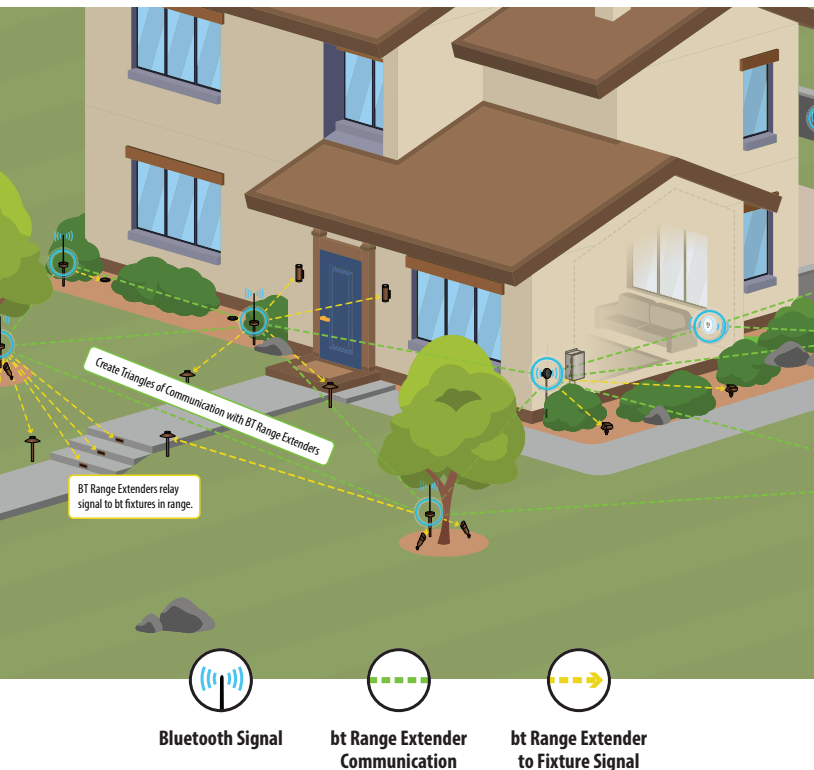
**bt app**

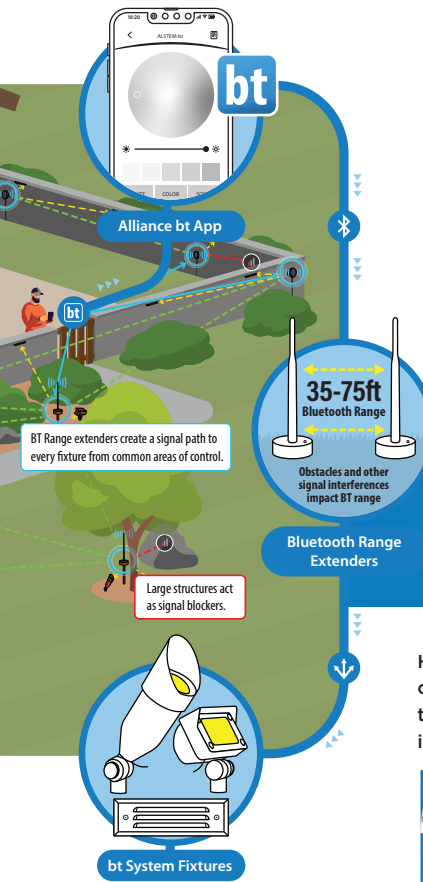


**Highlight the value:** Homeowners love control and customization. If a contractor doesn't offer upgrades, they're leaving money on the table.

**Make it easy:** Give them simple ways to pitch upgrades—like side-by-side demos or quick comparisons.

# BT System Overview





## Best In the Industry

With features like dimming, zones, and color changing. The Alliance bt System is what today's homeowner is looking for: a simple system to have full control over their lights.

Below are some tips to help you sell the industry's best control package:

## DON'T FORGET THE BTRE'S!

Make sure every contractor takes a box of bt Range Extenders to every bt job. A BTRE-5PK should be in the back of every contractor's truck at all times.

Have contractors watch our **bt System Video** so they know the steps for installation and set up.



Always provide a copy of the **bt How-to Guide** when you sell bt products.

# If They Don't Sell Jobs, You Don't Sell Fixtures

Your job isn't just selling inventory—it's helping contractors close more jobs. Because if they are not selling, neither are you. Alliance gives you the tools you need to help your contractors.

## 1 Train them to sell

Work with your RSM to show contractors how to sell lighting as a service, not just an add-on. Contractors who win more jobs using the tools you taught them stay loyal to buying from you.



Encourage collaboration with Alliance and together we can teach them to win, which means we **ALL WIN.**

## 2 Show them the value of demos

A demokit in a homeowner's yard sells jobs faster than words ever will.





### 3 Help them pitch

Contractors can use custom door hangers, postcards, flyers, etc. Contact the Alliance marketing crew, they'll get it done for you!  
[marketing@allianceoutdoorlighting.com](mailto:marketing@allianceoutdoorlighting.com)

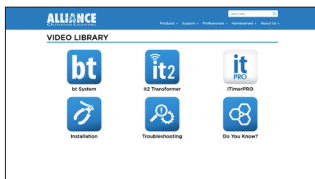
### 4 Stay in the know

Alliance moves fast so that you can offer the latest trends. Keep your customers up to date on our newest products and highlights. Scan to sign up!

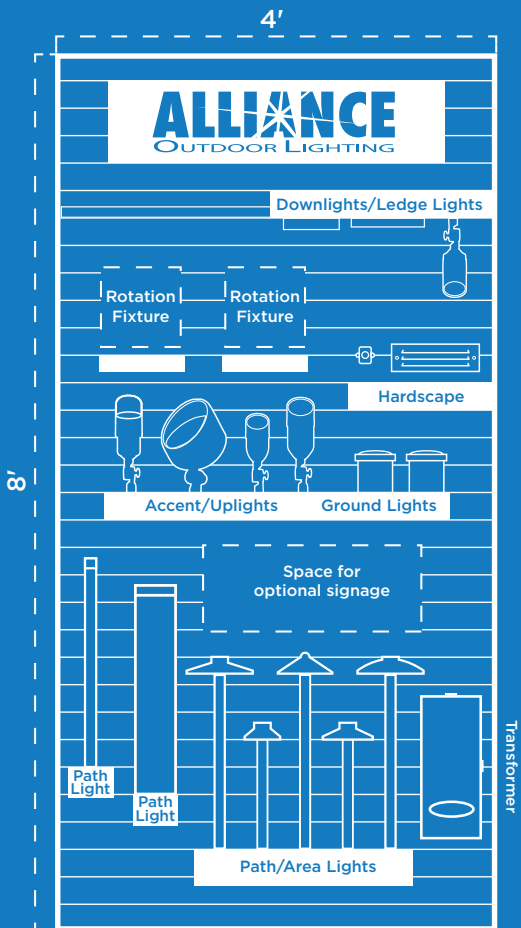


### 5 Make troubleshooting easy

Browse through our collection of self help troubleshooting videos:  
[allianceoutdoorlighting.com/video-library/](http://allianceoutdoorlighting.com/video-library/)



# Slatwall Display



# Winning Takes a Plan - Not Just a Display

Lighting sales do not grow by accident. They grow because you make it happen.

- **Set goals:** Work with your RSM to set targets for lighting sales.
- **Target the right contractors:** Make a list of contractors using other brands or not doing lighting at all.
- **Don't rely on displays:** Displays are great—but action sells more lights. Use displays as an interactive training center, have all the apps ready to show off what quality fixtures can do!
- **Engage directly:** Reach out, follow up, and be proactive.
- **Track progress:** Keep tabs on what's working and adjust where needed.

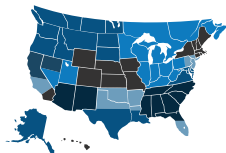


# Where to Get Help

If you still have questions, remember, we are your lighting people, and we are here for you. Don't hesitate to use any of the following resources:

## Your Regional Sales Manager

Anywhere in the US, you'll always have someone for your contractors to reach out to for questions or help.



[allianceoutdoorlighting.com/local-representatives/](http://allianceoutdoorlighting.com/local-representatives/)

## Tech Support

951-375-8791 EXT 44

[helpdesk@allianceoutdoorlighting.com](mailto:helpdesk@allianceoutdoorlighting.com)

**Web resources** | [www.allianceoutdoorlighting.com](http://www.allianceoutdoorlighting.com)

- bt Library
- Spec Sheets
- Photometric Charts
- Installation Details



We release an episode of “Do You Know” every couple months. Take your opportunity to **Watch, Learn and EARN** some sweet Alliance swag.

We know product trainings can be boring...but not “Do You Know”. We know that you’ll learn and comprehend more if training is fun and memorable.

Our “Do You Know” program is exclusive to distributor personnel, and just by watching the videos and taking the quiz, you earn swag that is exclusive as well.



**SCAN THE QR CODE  
TO REGISTER**

# Have the Answers Contractors Look For

When they see that you know your stuff, they trust they can buy from you every time.

## Laws of Low Voltage

### How many fixtures can I put on a wire?

- **#16-2 Wire:** 15 LEDs, 96 watts, or 8 amps
- **#12-2 Wire:** 27 LEDs, 192 watts, or 16 amps
- **#10-2 Wire:** 40 LEDs, 288 watts, or 24 amps

### What is the voltage range of an LED?

- **Alliance LED's operate between 8 and 24 volts**
- **Alliance bt modules operate between 10 and 14 volts**

### What causes voltage drop?

- **Length of Wire**
- **Lamp Load**
- **Line Voltage**

# Helpful Rules of Thumb

## What's the range of the bt System?

- **5-20 feet** for bt fixtures
- **10-30 feet** through the bt app
- **35-75 feet** for bt range extenders

## How many bt Range Extenders does a job need?

- Start with **4**, one in every corner of the property  
larger properties will need more
- Each bt re should see 2 others, creating **triangles of communication**
- **Always keep a BTRE-5PK handy**

## How many fixtures can I put on a transformer?

- **15 fixtures for a 150 watt transformer**
- **30 fixtures for a 300 watt transformer**
- **60 fixtures for a 600 watt transformer**

## How far can I run my #12-2 wire?

- **200 Watts:** Maximum 200ft of wire
- **100 Watts:** Maximum 400ft of wire
- **50 Watts:** Maximum 800ft of wire

# Warranty

**Alliance Outdoor Lighting** warrants its products against defects in material and workmanship. Without charge, Alliance Outdoor Lighting will either repair or replace (Alliance Outdoor Lighting reserves the right to decide between repair or replacement) any properly installed Alliance Outdoor Lighting product that fails under normal operating conditions within the specified warranty period. Damage due to acts of nature, such as, but not limited to, lightning, flooding, explosions and earthquakes, are not covered.

## Product Warranty Details

### **BRASS, COPPER & BRONZE FIXTURES:**

All have a lifetime warranty for all castings and housings.

### **IT2 SERIES TRANSFORMERS:**

All IT2 series transformers carry a lifetime warranty on enclosures. All transformer windings carry a lifetime warranty.

### **XF SERIES TRANSFORMERS:**

All XF series transformers carry a lifetime warranty on enclosures. All transformer windings carry a lifetime warranty.

### **TF SERIES TRANSFORMERS:**

2 year warranty.

### **BT AND INTEGRATED LED FIXTURES**

All Alliance LED integrated fixtures carry a 10 year warranty.

### **BT AND LED LAMPS:**

10 year warranty.

### **ITIMERPRO:**

10 year warranty.

### **TIMERS AND PHOTOCELLS:**

Do not carry a warranty.

All products are warranted from the date of invoice, provided it is returned to the Alliance Outdoor Lighting distributor from where it was purchased. Our factory inspection determines it to be defective under the terms of the warranty. This warranty covers only equipment manufactured by Alliance Outdoor Lighting and does not extend to transportation, installation, labor compensation, or replacement charges, nor does it apply to any equipment of another manufacturer used in conjunction with Alliance Outdoor Lighting equipment.

**NOTE:** All Alliance Outdoor Lighting products are designed to be repaired in the field by a qualified lighting installer. All service parts are readily available and we encourage field repairs as a significant cost and labor savings which can be realized by the installer. All warranted components, as stated in the above warranty, which are installed in the field, will be honored.



## Job Checklist

Make sure your customers have these items required to complete their projects before leaving the store:

### Standard LED Job

- ☒ Transformer
- ☒ Fixtures
- ☒ LED Lamps
- ☒ 12/2 Wire
- ☒ Wire connectors

### bt Job

- ☒ Transformer
- ☒ bt Fixtures
- ☒ bt Range Extenders
- ☒ 12/2 Wire
- ☒ Wire connectors
- ☒ bt App downloaded
- ☒ bt How-To Guides

## Start Now. Grow Your Sales. We've Got Your Back.

Success starts with action. Alliance is here to help you win with lighting—whether it's stocking the right products, training your contractors, or closing more sales.

Let's build this together. **We're your lighting people.**



**Do More.  
Do It Better.**