

Product: - Diamond Lighting LLC. :LED Stadium Lighting to Major League Baseball

Presentation Outline

- Product/service
- Firm
- Reinforce past success
- Reiterate customer's needs
- Introduce new campaign
- Explain ad campaign and coupon drops
- Explain incentives to buy
 - Show value
- Ask for their business
- Thank the manager for their time

Pre-call Information

LED Stadium Lighting to Major League Baseball information

MLB information

Social Style Matrix & Adjustments

Call Objectives

Must sell lights for every single light tower, can't have different lights in each tower, will cause glare

~ more expensive at purchase but cheaper in long run

~ bring them to existing stadium and watch game there and point out efficiency of lights

Customer Value Proposition

For baseball stadiums who host night games that are looking to increase their ROI while lowering energy costs for stadium lights while increasing light longevity, we

For baseball teams who want to substantially decrease the costs and manpower that go into installing, maintaining and operating the lights that power the stadium and reduce glare for players and fans

Identifying Needs e.g. SPIN

Baseball stadiums host at least 81 home games per year. Most games are at night and they require large LED stadium lighting to keep the field lit up while reducing glare so that the players and fans alike can see the ball.

Converting Features to Benefits

Our lights consider that prices of other light types and our LED lights are cheaper to pay for on a nightly basis

Lights that are brighter and reduce glare
Lights that don't require frequent upkeep
LED lights don't need to be replaced as often, saves time and money
Use less voltage

Strengthening the Presentation Examples of Verbal and Visual Tools

Visual tools could include various pictures of ball parks

Quantifying the Solution

- We will help your P&L by decreasing your electricity bill while also reducing the manpower needed for light maintenance

Anticipated Objections & Responses

How do we go about installation?

Is there a warranty?

Financial Terms & Conditions

Closing Method(s)

Benefit and Reserve Closing - if you order today I guarantee you that we can get them installed by the All-Star break in mid-July

What is Negotiable?

- Warranty, discount based on duration of contract. Should we negotiate payment of lighting replacements for each bulb. <--Yea maybe, it depends how often they need replacing. We gotta do more research on it

Opening, Target and Minimum Positions

Opening: Hi we are representatives of Diamond Lighting and we are here on behalf of our previous conversation regarding your league's consideration of going green with LED stadium lighting. As we mentioned before, we have a mutual connection, Katsuhiko Kumazaki, the Chairman of the Nippon Baseball League who recommended we connect with you about switching lighting systems from Halogen lighting to LED lighting. He thought it would be very beneficial for us to meet so we are very excited about this opportunity for both of us.

I know it is in the middle of the baseball season and the commissioner is very busy but if you have 30 minutes to spare, we would love to show you the value that comes with our lighting system.

Sites: http://ephesuslighting.com/product_cat/sports-and-entertainment/

If you look on the product chart I made, those are the lighting options I got from their site that best fit what we're selling

Diamond Lighting LED Stadium Lights to MLB Stadiums

I. Product/Service and Firm

- A. Firm: Diamond Lighting
 - 1. About Us
 - 2. What We Do
 - 3. Problems We Solve
 - 4. Mission Statement
- B. Product/Service
 - 1. Value Proposition
 - 2. LED Stadium Lighting
 - a) Different Types of Stadium Lights
 - 3. Differentiation of LED Lighting from HID Lighting

II. Client: The MLB

- A. Number of Stadiums
- B. Number of Games Per Year
- C. Average Amount of Lighting Used by Stadiums

III. MLB Needs For Our Lighting

- A. Why LED?
 - 1. Cost Efficiency
 - a) Given figures
 - 2. Energy Efficiency
 - a) Energy facts
 - 3. Brighter Lighting
 - a) Comparison

IV. Costs

- A. Product Costs
- B. Warranty

V. Past Successes

- A. Nippon Baseball League

Diamond Lighting

About Us:

Since 2011, Diamond Lighting has innovated the sports lighting industry by differentiating ourselves from competitors with our energy efficient, cost efficient, and customizable LED lighting. Diamond Lighting has first hand knowledge of lighting issues that affect participants, spectators, and television. From Little League baseball, football, and soccer fields to the Nippon Baseball League and Major League Soccer, Diamond Lighting LED Lights are changing the game of live sporting events.

What We Do:

Our system approach makes sports lighting:

- Practical, affordable, and trouble-free
- Simple to purchase, install, and operate
- Good for your budget and the environment

Problems We Solve:

Our priority is providing solutions to questions such as:

- How much light is enough?
- Is LED right for your project?
- How can installation, operation, and maintenance costs be minimized?
- How can lighted sports facilities be a good neighbor?

Mission Statement:

At Diamond Lighting, we have spent the last 10 years researching, innovating, and finding solutions that will best fit the needs all sports facilities have in regards to their lighting systems. Their results have been affordable, energy efficient, and have provided the highest quality of light while also eliminating glare. Many sports facility owners have counted on Diamond Lighting as part of their team, so let us be a part of yours!

Diamond Lighting LED Lights

Value Proposition:

For stadiums who wish to be more energy efficient while also cutting energy costs by 50 to 60%, Diamond Lighting provides a variety of LED lighting options that will not only meet your needs as a company, but also enhance the game experience for both fans and athletes.

The Lighting:

All of our lighting is LED. We have customizable bulb options, various lumen options, and bulbs with RGB capabilities.

Light	Specs	Special Features
Stadium Pro Lighting solutions:	Lumen Output: 115,000 Lumen/Watts: 115 Power/Watts: 1,000 CCT: Color Tuning CRI: >70 (others available) Weight: 55 lbs.	HDTV compliant, laser targeting, modularity/angle marking, anti-reflective lens
Stadium Series Stadium 1000 Stadium 750 -	Stadium 1000: Lumen Output: 115,000 System Wattage: 1,000 Weight: 55 lbs. Stadium 750: Lumen Output: 83,000 System Wattage: 750 Weight: 45 lbs.	HDTV compliant, laser targeting, modularity/angle marking, anti-reflective lens
Prism RGBA	Lumen Output by Color: Red: 10,840 Green: 12,900 Blue: 2,450 Amber: 10,800 System Wattage: 660 Weight: 45 lbs.	Custom-engineered optics direct light precisely where needed while minimizing reflectiveness, ultra-low EMI noise generation
All Field Series All Field 400 All Field 550 All Field 750 All-field type fixture equivalent to a 1500 media headlight. Budget: \$2700 a piece, can have wireless controls and stuff. - Footcandle requirements, will. Reduce energy costs anywhere from 50-%60 annually.	All Field 400: Lumen Output: >48,000 System Wattage: 400 Weight: 45 lbs. All Field 550: Lumen Output: >61,000 System Wattage: 550 Weight: 45 lbs. All Field 750: Lumen Output: >83,000 System Wattage: 750 Weight: 45 lbs.	Multiple control options available for operational flexibility and fan experience effects, multiple control options available for operational flexibility and fan experience effects.

Difference Between HID and LED Lights:

LED Lights	HID Lights
Durability: High, no moving parts or filaments, shock proof	Durability: Average, multiple moving parts, bulbs and filaments.
Energy Efficiency: High	Energy Efficiency: Average
Installation Time: 30 Minutes	Installation Time: 60 Minutes
Lifetime: 25,000 Hours	Lifetime: 5,000 Hours

Client: MLB

About:

Major League Baseball is a professional baseball organization, the oldest of the four professional sports leagues in the United States and Canada. There are 30 teams in the MLB, which also oversees Minor League Baseball, which consists of 240 teams affiliated with the Major League clubs.

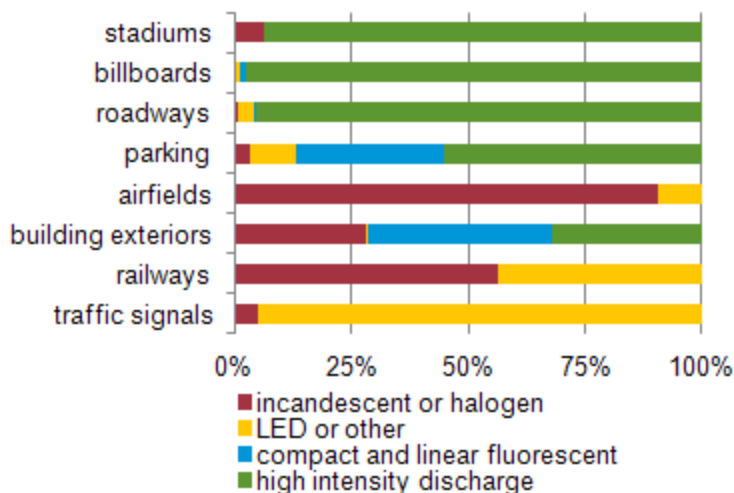
Games and Stadiums:

Between the 30 stadiums the MLB has, there are 162 games played in the regular season. On top of that, there are approximately 33 pre-season games, 28 playoff games, and, at most, 7 games in the World Series.

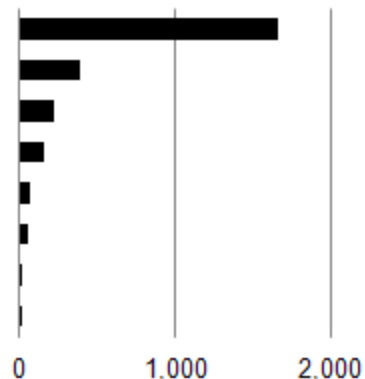
Lighting:

Here is a study by U.S Energy Information Administration regarding lighting used by stadiums and other outdoor lighting components:

Estimated inventory of outdoor lamps
technology type by subsector



average wattage per lamp
(watts)



MLB Needs for Diamond Lighting LED Lights

Why LED?

Cost Efficiency:

Using All- Field lights will decrease energy costs by 50-60% Annually. With energy costs in the millions, and the life of our LED lights, this will decrease both energy and equipment costs.

Equipment variables:

All Field Series

All Field 400

All Field 550

All Field 750

Energy Efficiency:

- Today's LED lights can be about seven more times efficient in terms of energy, and can cut energy costs by approximately 80%.
- High quality LED bulbs can have a useful life of about 25,000 hours, nearly 25 times longer than traditional light bulbs.
- Unlike traditional light bulbs, which release 90% of their energy as heat, LED lights use energy much more efficiency with much less wasted heat.

Not all HID lumens actually make it outside the lamp, as some of the light is trapped inside or reflected back from the protective covers. Efficiency also decreases in cold weather. After 8,000 hours of use, most HID lamps will lose about 20% of their lumens per watt while LEDs will still be operating at nearly 100%. The bottom line is, while HIDs may advertise 100+ Lm/W, most are lucky to get 60 Lm/W.

Brighter Lighting:

	LED Lights	HID Lights
Color Temperature	Multiple Options (2700 to 6500 Kelvin)	Few Options (3000 to 5000 Kelvin)
Color Rendering	Average 80-95 CRI	Average 5-93 CRI
Dimmable	Most	No

Warranty:

Thank you for your interest in the products and services of My Company Diamond Lighting, LLC. This Limited Warranty applies to physical goods, and only for physical goods, purchased from My Company, Diamond Lighting, LLC (the "Physical Goods").

What does this limited warranty cover?

This Limited Warranty covers any defects in material or workmanship under normal use during the Warranty Period.

During the Warranty Period, My Company, Diamond Lighting, LLC. will repair or replace, at no charge, products or parts of a product that proves defective because of improper material or workmanship, under normal use and maintenance.

What will we do to correct problems?

My Company Diamond Lighting, LLC, will either repair the Product at no charge, using new or refurbished replacement parts.

How long does the coverage last?

The Warranty Period for Physical Goods purchased from My Company Diamond Lighting, LLC, is 48 Months from the date of purchase.

A replacement Physical Good or part assumes the remaining warranty of the original Physical Good or 48 Months from the date of replacement or repair, whichever is longer.

What does this limited warranty not cover?

This Limited Warranty does not cover any problem that is caused by:
Conditions, malfunctions or damage not resulting from defects in material or workmanship

What do you have to do?

To obtain warranty service, you must first contact us to determine the problem and the most appropriate solution for you.

Past Successes

Our biggest success we have encountered to date is the Nippon Baseball League in Japan. Before using Diamond Lighting's LED Stadium Lights, the Nippon Baseball League had HID's installed for as long as they can remember. With their energy costs were through the roof, and player and fan experience quality not up to par, they needed a better solution. After months of searching, Katsuhiko Kumazaki, the Chairman of the Nippon Baseball League reached out to us for a solution to these problems.

After working with Mr. Kumazaki for many months of contract reviewing, removing the HID system that was in place, to installing all new LED lighting in each of their stadiums, the outcome has been extraordinary. Players, fans, and even other stadium owners in other sports leagues such as football and field hockey have come to us looking for a solution to make their game bigger, better, and brighter.