



NXT LEVEL AMBASSADOR TOOLKIT

Revised: May 2019



CONGRATULATIONS

on earning your NXT Level designation

While lighting contractors will use their NXT Level designation to promote their special training and experience, we ask non-trade-ally designees to join us in promoting the importance of advanced, energy-efficient lighting techniques and technologies by becoming a NXT Level ambassador.

These tools and tips can help you use your NXT Level 1 or 2 training and professional position to promote the value of NXT Level training to your trade ally network.

All tools outlined in this guide are available to download at:
nxtleveltraining.com/nxtambassador

Please reach out with any questions or comments by emailing
info@nxtleveltraining.com or calling **800-413-9661**.

DESIGNATION LOGO



Trade Ally Designation Logo

Provided to trade allies who complete the NXT Level 1 training to promote their designation to current and prospective clients.

TOOL OVERVIEW

- ▶ Your NXT Level designation not only acts as a third-party endorsement of your expertise in this field, it helps to promote the value of advanced lighting techniques and technology. By promoting your designation, you're also helping increase exposure and ultimately demand for NXT Level training, and therefore supporting a more trained and educated market. We encourage you to use the ambassador designation logo that matches your level of training as a starting point for conversations about advanced lighting training with trade allies in your area.
- ▶ Suggested places to use your ambassador designation logo:
 - Email signature
 - Business card
 - LinkedIn profile
- ▶ The ambassador logos are available in digital (PNG) and print (JPG/EPS) formats. Using the right file type for the right application will ensure the best color and quality.
- ▶ When using the logo digitally, consider hyperlinking to the NXT Level website where trade allies can learn more and start their application:
nwlighingnetwork.com/nxtleveltraining.

FLYERS



**DESIGNATED
NXT
LEVEL
1**

The best in lighting comes with a
**NXT LEVEL
DESIGNATION**

Look for the **NXT Level designation badge** to make sure you receive the latest, most efficient and cost-effective lighting solutions.

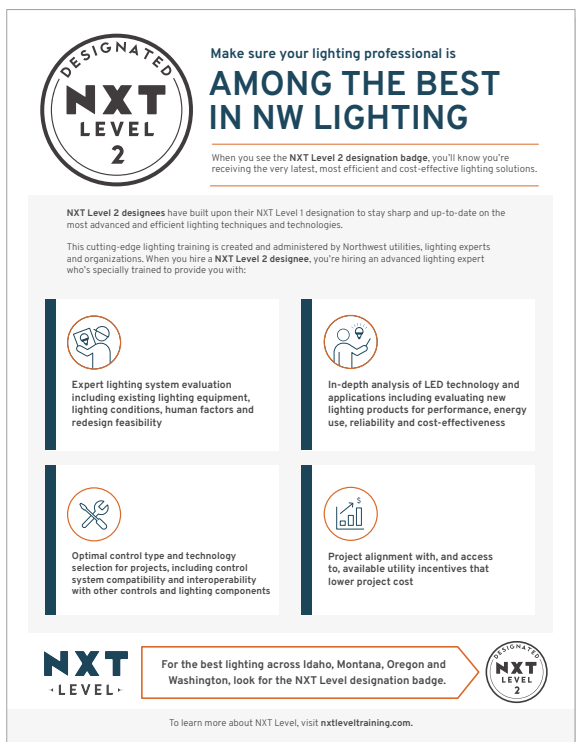
Only **NXT Level designees** have accomplished a comprehensive lighting training created and administered by Northwest utilities, lighting experts and energy efficiency organizations.

When you hire a **NXT Level designee**, you're hiring a professional who's specially trained to provide:

-  The latest techniques and technologies
-  Cost-effective lighting solutions
-  The most energy-efficient practices
-  Lighting solutions to meet your project's specific needs
-  Access to available utility incentives that lower project cost

**NXT
- LEVEL -** For the best lighting across Idaho, Montana, Oregon and Washington, look for the **NXT Level designation badge**. 

To learn more about NXT Level, visit nwlightingnetwork.com/designee







**DESIGNATED
NXT
LEVEL
2**


Make sure your lighting professional is
**AMONG THE BEST
IN NW LIGHTING**

When you see the **NXT Level 2 designation badge**, you'll know you're receiving the very latest, most efficient and cost-effective lighting solutions.

NXT Level 2 designees have built upon their NXT Level 1 designation to stay sharp and up-to-date on the most advanced and efficient lighting techniques and technologies.

This cutting-edge lighting training is created and administered by Northwest utilities, lighting experts and organizations. When you hire a **NXT Level 2 designee**, you're hiring an advanced lighting expert who's specially trained to provide you with:

-  Expert lighting system evaluation including existing lighting equipment, lighting conditions, human factors and redesign feasibility
-  In-depth analysis of LED technology and applications including evaluating new lighting products for performance, energy use, reliability and cost-effectiveness
-  Optimal control type and technology selection for projects, including control system compatibility and interoperability with other controls and lighting components
-  Project alignment with, and access to, available utility incentives that lower project cost

**NXT
- LEVEL -** For the best lighting across Idaho, Montana, Oregon and Washington, look for the **NXT Level designation badge**. 

To learn more about NXT Level, visit nxtleveltraining.com.



TOOL OVERVIEW

- The designation flyers promote the value that a NXT Level designated contractor brings to customers. They can be shared with trade allies to convey the differentiation potential of earning the badge. They can also be shared with commercial building and lighting professionals to increase market awareness for the training and help generate exposure for trade allies and lighting professionals who are already designated.

Contact us if you're interested in co-branding this flyer with your utility's name, logo, etc. (note: Adobe Illustrator is required to edit).

MESSAGING

Option 1:

I earned the NXT Level designation after completing a comprehensive lighting training created by Northwest utilities, lighting experts and energy efficiency organizations. Ask me how you can join the ranks of the most advanced light professionals in the region.

Option 2:

I earned the NXT Level designation after completing a comprehensive lighting training created by Northwest utilities, lighting experts and energy efficiency organizations.

NXT Level designees set themselves apart in a crowded market as specially trained professionals able to provide:

- the latest techniques and technologies
- cost-effective lighting solutions
- the most energy-efficient practices
- lighting calibrated to the specific needs of your project
- access to utility incentives that lower project cost

Ask me how to become a NXT Level designee, or learn more by visiting nxtleveltraining.com.



TOOL OVERVIEW

- ▶ Messaging is available to help you position the value of NXT Level training when talking to trade allies and lighting industry professionals.
- ▶ Content is available in two lengths to fit a variety of applications, such as:
 - **Option 1:** elevator speeches (e.g., informal conversations at networking or trade events), social media, signage
 - **Option 2:** e-newsletters, website, presentations, website, blogs, sales materials