**NXT LEVEL LIGHTING TRAINING**

**MESSAGING TOOLKIT**

**TOOL OVERVIEW**

**>>** The following messaging is available to help you position the value of NXT Level training to your trade ally and lighting industry professional network.

**>>** Options are available in long, medium and short format to meet a variety of needs and applications.

**>>** Additionally, messaging below includes standard program language along with alternatives that incorporate testimonials from actual NXT Level designees.

**>>** For utility staff who completed NXT Level 1 or 2 trainings, check out our Ambassador Toolkit for additional resources and messaging: <https://nxtleveltraining.com/nxtambassador/>.

**FULL-LENGTH OPTIONS**

**FULL-LENGTH OPTION WITHOUT QUOTATION**

**Gain Industry Knowledge and a Competitive Edge with NXT Level Lighting Training**

NXT Level offers free, comprehensive training designed to help trade allies excel in the rapidly evolving lighting market. The training covers the latest techniques and technologies, enabling trade allies to better design, sell, and install more advanced lighting retrofits, including:

* Staying up-to-date on the latest in lighting technologies and applications
* Helping customers see the full value of advanced lighting, including utility incentives
* Learning about state-of-the-art lighting control technologies and installation best practices

NXT Level is offered across two distinct tiers—NXT Level 1 and NXT Level 2. Upon completion of each training, trade allies are eligible to receive the NXT Level designation, which helps distinguish them from the competition and identifies them as industry leaders to current and prospective customers. For both NXT Level training levels, trade allies will gain access to special promotions and opportunities, and earn CEUs along the way.

To learn more or complete an application, visit [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**FULL-LENGTH OPTION (WITH QUOTATION; 1 of 3)**

**NXT Level Lighting training: “This is a way of differentiating us from our competition”**

Take your career to the next level with NXT Level: the free training that gives you a comprehensive understanding of the latest lighting techniques and technologies.

NXT Level’s specially designed coursework empowers lighting contractors with “the expertise to handle complex lighting projects,” says Scott Brown of Columbia Electric Supply in Yakima, Wash. “[The NXT Level designation shows] we have a track record of saving energy for utilities and end-users,” says Brown. “It gives the market confidence that we know what we’re doing.”

Earn your NXT Level designation to earn CEUs across Level 1 and Level 2 coursework, and join the ranks of the leading lighting professionals across the region. Apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**FULL-LENGTH OPTION (WITH QUOTATION; 2 of 3)**

**NXT Level Lighting training**: **“NXT Level helps our staff understand how to serve customers better”**

Take your career to the next level with NXT Level: the free training that gives you a comprehensive understanding of the latest lighting techniques and technologies.

NXT Level “empowers [lighting professionals] with knowledge to bring even more benefits to your client,” says PlanLED CEO John Hwang. “NXT Level is accessible and it gives everyone the opportunity to learn,” says Hwang. “Even the most experienced lighting professional can benefit from NXT Level training.”

Earn your NXT Level designation to earn CEUs across Level 1 and Level 2 coursework, and join the ranks of the leading lighting professionals across the region. Apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**FULL-LENGTH OPTION (WITH QUOTATION; 3 of 3)**

**NXT Level Lighting training: Give your career a “quantum leap forward”**

Take your career to the next level with NXT Level: the free training that gives you a comprehensive understanding of the latest lighting techniques and technologies.

NXT Level represents a “quantum leap forward” according to Daniel Thomas of Connections for Conservation in Sammamish, Wash. “I highly recommend anyone working in our industry to take the NXT Level training,” says Thomas. “Our industry needs programs like this to raise the bar and designate those who have mastered [these] skills.”

Earn your NXT Level designation to earn CEUs across Level 1 and Level 2 coursework, and join the ranks of the leading lighting professionals across the region. Apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**MID-LENGTH OPTIONS**

**MID-LENGTH OPTION (WITHOUT QUOTATION)**

**Gain Industry Knowledge and a Competitive Edge with NXT Level Lighting Training**

NXT Level is a free, comprehensive training designed to help trade allies stay current on the latest techniques and technologies of the rapidly evolving lighting market. Lighting professionals earn CEUs across two distinct tiers of coursework—NXT Level 1 and NXT Level 2—as they distinguish themselves from the competition as leaders in the lighting industry.

Learn more or apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**MID-LENGTH OPTION (WITH QUOTATION; 1 of 3)**

**NXT Level Lighting training: “This is a way of differentiating us from our competition”**

NXT Level training advances your career by teaching you the latest lighting techniques and technologies. Earn CEUs across two distinct tiers of coursework—NXT Level 1 and NXT Level 2—as you join leading lighting professionals across the region like Columbia Electric Supply’s Scott Brown. “NXT Level training gives lighting contractors the expertise to handle complex lighting projects,” says Brown.

Join the best in Northwest lighting. Learn more or apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**MID-LENGTH OPTION (WITH QUOTATION; 2 of 3)**

**NXT Level Lighting training: “NXT Level helps our staff understand how to serve customers better”**

NXT Level training advances your career by teaching you the latest lighting techniques and technologies. Earn CEUs across two distinct tiers of coursework—NXT Level 1 and NXT Level 2—as you join leading lighting professionals like PlanLED’s CEO John Hwang. “Even the most experienced lighting professional can benefit from NXT Level training,” says Hwang.

Join the best in Northwest lighting. Learn more or apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**MID-LENGTH OPTION (WITH QUOTATION; 3 of 3)**

**NXT Level Lighting training: NXT Level gives your career a “quantum leap forward”**

NXT Level training advances your career by teaching you the latest lighting techniques and technologies. Earn CEUs across two distinct tiers of coursework—NXT Level 1 and NXT Level 2—as you join leading lighting professionals like Connections for Conservations’ Daniel Thomas. “NXT Level training helps raise the bar and provides lighting careers with a quantum leap forward,” says Thomas.

Join the best in Northwest lighting. Learn more or apply today at [nxtleveltraining.com](http://www.nxtleveltraining.com/).

**SHORT OPTION / SIGNATURE LINE**

**NXT Level Lighting Training**

NXT Level is a free, comprehensive training for trade allies who want to distinguish themselves as commercial lighting industry leaders, earn CEUs, and sharpen their competitive edge—visit [nxtleveltraining.com](http://www.nxtleveltraining.com/).