



NXT LEVEL DESIGNEE SPOTLIGHT

“

I absolutely recommend NXT Level training. It gives us a better knowledge base to draw from so that our team can offer a better client experience. Level 2 will continue to make us an even better company on top of the strides we made with Level 1.

”

— **Marcella Smith,**
Office Manager Dynamic
Energy Solutions

ADVANCED TRAINING TO OUTPACE THE COMPETITION

As a small team of four, everyone at Dynamic Energy Solutions in Longview, Wash., wears multiple hats to provide the best customer experience to their clients. Office Manager Marcella Smith has an integral role on this team, as she assists with every lighting project throughout the process from start to finish, communicating with all relevant parties and stakeholders along the way. To meet Dynamic Energy Solutions' high customer service standards, it's important that she and her team stay sharp and up to date on the latest industry technologies and trends.

After completing NXT Level 1 training, the owners of Dynamic Energy Solutions recommended that Smith and the rest of the team complete the training to further hone their individual and collective expertise. Smith achieved her NXT Level 1 designation and quickly moved on to the more advanced NXT Level 2. While she and her team are in the process of earning their NXT Level 2 designation, Smith says that NXT Level training has already paid dividends for their company.

“After beginning our NXT Level 2 training, there was a client who had a hard time finding the right lighting solution,” said Smith. “We used the knowledge we acquired in our NXT Level coursework to redesign the project and find a solution that met the client's needs and goals. We won that job because of what we learned—and the job turned out great.”



**MARCELLA
SMITH**

Currently earning NXT Level 2 designation



TITLE:
Office Manager

COMPANY:
Dynamic Energy Solutions

LOCATION:
Longview, WA

YEARS OF EXPERIENCE:
2



HELPING CUSTOMERS UNDERSTAND THE VALUE OF ADVANCED LIGHTING



Smith cites her improved customer education skillset as the most valuable benefit of her NXT Level 2 training thus far. “It’s so important to not only be able to zero in on certain aspects of how lights work and how savings are calculated in a spreadsheet,” said Smith. “It’s also crucial to be able to display that data in a way that helps customers understand why advanced lighting can be the better choice for their bottom line.”

Smith has found that her NXT Level training has given her the tools to help customers move beyond replacing tubes. “It’s very helpful for the customer when we’re able to show them that if they did x, y or z instead of a basic replacement, they can save over the long-term and it will actually cost them less.”

“

As the industry continues to evolve, it’s so important to not only stay on top of industry trends, but to sharpen our approach to educating customers.

— Marcella Smith

”

MORE KNOWLEDGE MEANS BETTER CUSTOMER SERVICE

The staff of Dynamic Energy Solutions is proud to promote their company’s NXT Level designation. “We want people to know right away that our team is knowledgeable about lighting and that we value training” said Smith. “Above and beyond showing our expertise, we want them to know that our expertise is part of our customer service—we can help them find an excellent solution no matter what their situation is.”

“By staying sharp in our field and staying on top of the latest in lighting,” Smith continues, “we can provide more options for our customers and better predict a good solution for whatever their circumstances might be. Keeping up with trainings like NXT Level is a win-win—it actually makes our job easier and it makes the experience better for the customer.”



To learn more about the training, or to find a NXT Level designee in your area, visit nxtleveltraining.com.

NXT
- LEVEL -

