

Lighting

Today's veterinary lighting innovations for surgery, treatment, dental and exam areas are relegating outdated fixtures to the scrap heap, because they're greener, cooler, longer lasting and more efficient.

Your opportunity

Commissions on efficient, high-tech veterinary lighting: new fixtures and replacements: exam lighting purchases of around \$900; surgical lighting up to \$2,800.

Not only will you benefit from normal new lighting sales, but also for replacement lighting sales due to the great replacement potential stemming from major technological improvements.

Equipment overview

For many years, halogen-based bulbs and their incandescent predecessors were the norm in the veterinary industry. Everything's different now. Exciting new technology has emerged, bringing veterinary lighting into an ecofriendly, high-performance level. Dramatically improved lighting products emit considerably lower heat, offer major increases in the life of light-sources, and operate on a fraction of electricity.

LED-based lighting represents the biggest and most important change in veterinary lighting, because of its lasting performance, eco-friendly output, high efficiency, and extremely cool light output.

LED lightsources offer numerous advantages including a much cooler light output, cooler overall emission of ambient heat from the fixture, higher color temperatures and the most noticeable feature – the incredibly long life of the LED's. In fact, LED technology has grown so quickly that the rated life of these lightsources is now 50,000

hours. Additionally, the average LED light runs on about half the electricity of its halogen counterpart.

With that in mind, owners of an LED-based surgery light may well find that they never require an LED replacement. In other words, the entire light fixture may age to the point of replacement, before the LEDs.

A stunning example of the difference: A typical halogen-based surgery light of 65,000 lux output, using a 100 watt halogen bulb, with a color temperature of 4,000° Kelvin and a considerable amount of heat for that type of fixture – vs. an exact same-sized fixture with LED's producing 65,000 lux output, emitting an improved color temperature of 4,300° Kelvin, and giving off virtually no heat!

When selling surgery lights:

- **Offer the entire range of models and features:** Larger surgery lights can now be purchased with video monitor arm options, video cameras, etc. – increasingly popular with veterinary surgeons.
- **Discuss the level of surgery lighting required because it will vary.** For example, the average small animal in-house surgery may be best suited to a typical surgery light of 45,000 – 65,000 LUX output (per light head), while a larger specialty surgery may require lights in the 80,000 – 120,000 LUX range.
- **If you're quoting a ceiling mounted light** – measure the height from floor to ceiling where the light is to be mounted, and supply that information to the vendor when ordering the light(s). If there's any question about the viability of the mounting, advise the buyer that a qualified installer should be consulted first.
- **When consulting on exam/dental/diagnostic type lights** – discuss lighting levels for their uses. For example, a ceiling or wall-mounted model may be a far better choice to maximize floor space. ■

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Prospecting Tips

Prospects likely to buy efficient LED lighting technologies

These exciting developments represent a fantastic opportunity for sales in the veterinary market. Any practice is likely to be interested in making the switch.

Practices looking to purchase new veterinary lighting equipment will benefit from properly researching various types of light sources and selecting the right options. This is where you come in.

Clinic clues for quality leads

When visiting a clinic, check out the lighting, particular in the



surgery area, dental area and so forth. If the lighting includes traditional halogen fixtures, make a note for discussion.

Approaching the sales discussion

- **Check-off/qualify:** It's likely that many practices could use a lighting upgrade, so probe with an "Is it time?" question such as, "Have you looked in to the more cost-efficient, LED lighting solutions?"
- **Confidence:** If YES, confirm and support benefits.

If NO, assert the benefits with confidence.

"I'm sure this new lighting technology saves money in the cost of ownership, while providing better performance for surgeries, treatment and other areas of the practice."

- **Invitation to neutral:** "Let's look at how today's lighting is blowing the doors off old fixtures."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "What do you spend now on replacement lighting?"

- "Have you read anything about the new LED lighting?"
- "What would it mean if you didn't have to replace bulbs for years and years, used only HALF the electricity of your existing fixtures, and produced virtually cold light output?"

- **It's the customer's decision...** "You can decide if LED lighting will reduce waste and expense in your practice." ■