

# Selling Luminaire-Level Lighting Controls – Tip Sheet

## WHY PROMOTE LLLCS ON YOUR NEXT PROJECT

Luminaire-level lighting controls (LLLCs) have evolved rapidly in recent years, transforming lighting upgrades into smart, connected systems. Today's LLLC solutions integrate occupancy sensing and daylight harvesting directly into each LED luminaire, eliminating the need for separate control devices. With a sensor in every fixture, installation and programming are simplified, fixtures can operate independently, and systems can scale easily through wireless gateways to support larger networks when needed.

When customers consider upgrading their existing lighting, they typically have a range of options. At one end is a basic LED replacement, such as LED tubes, that reduces energy use but offers limited flexibility and energy savings. A step up would involve adding standalone controls that would provide incremental benefits. The best option would be LLLCs, which create a lighting platform that improves comfort, support ongoing operational needs, and position the building for future performance upgrades. LLLC projects can also deliver up to 63% lighting energy savings, making them a compelling choice for retrofit projects seeking both immediate and long-term value.



### LLLC Advantages: Start with Understanding the Customer

Selling LLLC starts with understanding the customer, not leading with the technology or energy savings. The most effective conversations focus on what matters most to the decision-maker and tailor the message accordingly.

#### Key selling principles:

- **Understand** the customer's pain points, priorities, and decision drivers.
- **Avoid** a one-size-fits-all approach by tailoring the value message.
- **Speak** in terms that resonate with the customer, not just energy savings.

#### Different markets require different messages:

- **Offices** – Comfort, flexibility, and future reconfiguration
- **Warehouses** – Safety, visibility, and less wasted runtime

#### Ask targeted questions to uncover value:

- **Identify** operational challenges, complaints, or limitations.
- **Highlight** non-energy benefits such as comfort, ease of control, and maintenance reduction.
- **Align** LLLC advantages to the outcomes the customer cares about most.

By starting with the customer and focusing on the right benefits, LLLC becomes a solution to real problems, not just an upgrade to lighting equipment.



## LLLC Capabilities: Focus on What Matters Most

LLLC systems offer a wide range of capabilities, but not every project needs every feature. The goal is to select the right capabilities based on the space, the customer's priorities, and how the building operates. LLLC is flexible by design, allowing solutions to be tailored site by site rather than forcing a one-size-fits-all approach.

### Key capabilities to highlight during the selling process:

#### 1. **Occupancy & Motion Sensing**

Automatically turn lights on or adjust lighting levels when occupancy or motion is detected. The sensors also dim or turn off when space is unoccupied, reducing wasted energy while maintaining comfort.

#### 2. **Daylight Sensing**

Continually monitor and automatically adjust light levels based on available natural daylight in the workspace, reducing wasted energy while maintaining comfortable brightness levels and reducing glare.

#### 3. **Individual Addressability**

Each luminaire can be controlled independently, which provides flexibility to rezone spaces and fine-tune control strategies without rewiring or redesigning.

#### 4. **Dimming**

Allows for gradual lighting changes to improve visual comfort and support energy savings without noticeable disruption to occupants.

#### 5. **High-End Trim**

Light output is set to the appropriate level for the space, avoiding over-lighting while preserving performance and extending fixture life.

#### 6. **Zoning & Scheduling**

Wireless zoning and scheduling make it easy to align lighting operation with real-world use patterns, supporting both operational efficiency and occupant needs.

Rather than leading with a full feature list, these capabilities should be positioned as tools that support specific outcomes, such as comfort, flexibility, ease of operation, and long-term value. The right combination will vary by project, and LLLC makes it easy to adjust as needs change in each space.



## Non-Energy Benefits: Why LLLC Delivers More Than Energy Savings

Beyond energy savings, LLLCs deliver a range of non-energy benefits that enhance occupant comfort, improve building operations, and support long-term value. These benefits often play a critical role in customer decision making, especially in retrofit projects where operational outcomes matter as much as energy savings.

The usefulness of these non-energy benefits varies depending on space type, how the space is used, and who occupies it. In many facilities, the value of non-energy benefits can equal or even outweigh energy savings, making them a primary reason customers choose LLLC over more basic lighting upgrades.

From a selling perspective, the most impactful non-energy benefits to highlight include:

- 1. Flexibility**  
Easily reprogrammable for space changes, occupancy needs, or tasks, making them ideal for tenant improvements and dynamic environments.
- 2. Faster, Simpler Installation**  
Embedded sensors and wireless communication reduce wiring, minimize disruption, and help projects move faster from installation to commissioning.
- 3. Occupant Comfort & Satisfaction**  
Tunable, responsive lighting improves visual comfort and supports productivity, wellness, and overall satisfaction in occupied spaces.
- 4. Operational Efficiency**  
Fewer lighting complaints, reduced maintenance trips, and easier adjustments lower the ongoing burden on facilities staff.
- 5. Future-ready capability**  
LLLC supports integration with other building systems and positions facilities for future smart building strategies without requiring system replacement.

When positioned correctly, these non-energy benefits help customers see LLLC not just as a lighting upgrade, but as a practical investment in better-performing, more adaptable buildings. Because lighting exists everywhere, LLLC becomes the ideal platform for enabling smart building functionality beyond energy savings.



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