

SONARAY to Host Different By Design Virtual Webinar for Channel Representatives

(September 2, 2021, Verona, Virginia) SONARAY LED Lighting, a leading provider of proprietary LED lighting fixtures announced it will host a virtual event in webinar format this month that will focus on specific differences and advantages the brand brings to its lighting representatives, distributors, and customers. “Different By Design” will be presented in an invitation only format and will focus on new products and custom products that have and are being developed for customers. The webinar will also feature discussion on some pillars of the business that make SONARAY different. These include Adaptability, Programs, and Business Philosophy.

Adaptability will highlight the event as National Sales Manager Robert Seward and West Coast Regional Sales Manager John Vidaurrazaga will present products that are not only unique in presentation, but very much so in application. According to Seward “Adaptability is a very important part of the DNA of SONARAY. We have time and again worked with either our rep channel or end customers to develop very specific fixtures that address needs other manufacturers either won’t attempt to meet or don’t have the ability to meet.” He adds: “This virtual event promises to really be packed with a lot of good information on our products and how we can quickly pivot and modify things in a very timely manner. This results in helping our agents write orders and keep their customers happy while meeting very exacting and defined needs in their particular application.”

SONARAY has utilized a lot of shorter “on-point” training webinars during the pandemic to continue and educate their representative channel about new product offerings and even traditional products that have enhancements or modifications. According to Linda DeLeon, General Manager for SONARAY: “Our brief webinars have been a good success in educating and informing our representatives and distributors about our products in a very defined, short, and meaningful format. Since we have been unable up until recently to conduct in-person training or attend events, the short webinars have served as a very focused means to add value to our channel. By taking a product at a time and doing a 10- or 15-minute overview followed by questions, we have been able to consistently deliver the message that we have quality fixtures and then explain how they offer advantages that people may not realize. The “Different By Design” event will take that to a whole new level since it will entail more fixtures with some really exciting explanations of the applications where they have been used to solve needs.”

Ron Acorn, President of SONARAY has long touted that the company is in the “technology solutions” business and believes the event will show off just how well the company continues to adapt and change. “Our philosophy right from the beginning has been to have a good stock of on-hand inventory - quality products at a fair price that we can deliver either via our Quickship Program or in other means. We have continued to innovate in a lot of areas including solar that have really become very much in-demand. Our ability to deliver is something we know is important because business won’t stand still, and our goal is to provide answers for customers as quickly as possible while helping our representative channel close on deals.”

Invitations for the event will be forthcoming in the next several weeks. Further information on the brand can be found on their website at www.sonarayled.com.

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