IES Light Tutorial using Vray SketchUp 1.48.66
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Here is the room set up. A simple box with 3 pin lights.

Below images will explain the following steps.

1 - click IES light icon
2 - place the IES light on the receptacle, scale and rotate it a bit facing the wall.
You might want to check soft shadow and change the filter color.

3- While the IES light is chosen right click and select edit light.
4- Load the ies file.
5- Adjust the power. Here I typed 5000000.

No sky, no physical camera.

Render.
And here is the render where I used 3 different IES light data. You will see the rendering time using default setting with no sky and no physical camera, the rendering time is just 14.7 seconds.

A sample render scene using the same tutorial.