



ENERGY STAR
TRAINING CENTER



*Appliance Partner Meeting
Sales Training Resources
Kate Lewis
September 26, 2006*



- Site Overview
- Training Resources
 - Products
 - Campaigns
 - Utilities/EEPS
- The future of ENERGY STAR Training Center



What is the ENERGY STAR Training Center?

- The ENERGY STAR Training Center (ESTC) is a user-friendly and easily navigable microsite that effectively distributes ENERGY STAR training tools and resources to Partners
- ESTC is currently in phase one of a three-phased development
 - Phase 1: Initial design and compilation of all resources
 - Phase 2: Enhancement to include more interactive components and content encompassing additional branches within ENERGY STAR
 - Phase 3: Fully-developed and functional interactive site



Features of the ESTC

- For Partners:
 - Access to training materials
 - Currency of training materials
 - Space to collaborate and exchange ideas with other Partners
- For the ENERGY STAR Program:
 - A framework for ENERGY STAR to replace and update materials
 - Less time spent distributing materials
 - Broad, comprehensive, and consistent training across the ENERGY STAR Program



Benefits of the ESTC

- **EASY:** Access all ENERGY STAR training materials and resources on your own
- **ACCURATE:** The most current training materials to share with sales associates for increasing the sale of ENERGY STAR qualified products and services
- **RELEVANT:** A location for collaboration and idea exchange with other Partners



Accessing the Site

- Easy to remember URL: www.energystar.gov/training
- Users can also navigate to the ESTC from two different locations on energystar.gov

What is ENERGY STAR? | Newsroom

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER

PRODUCTS HOME IMPROVEMENT NEW HOMES BUSINESS IMPROVEMENT PARTNER RESOURCES

Home > Partner Resources

Partner Resources

Be a leader - change for the better with the aid of ENERGY STAR resources.

Manufacturers & Retailers
Those who manufacture, market, and sell ENERGY STAR qualifying products.

- + [Product Specifications](#)
- + [Product Specifications in Development](#)
- + [Training Resources: ENERGY STAR University](#) 

New Home Builders, Raters, Sponsors, & Lenders
Those involved in building, qualifying, sponsoring, and/or loaning funds for ENERGY STAR qualifying new homes.

Utilities/Regional Energy Efficiency Program Sponsors
Utilities, state agencies, regional groups, and nonprofit organizations that sponsor energy efficiency programs.

- + [Training Resources: ENERGY STAR University](#) 

Service & Product Providers
Those offering equipment or energy efficiency services for commercial or industrial buildings and facilities.

Businesses, Small Businesses, & Congregations
Organizations that have partnered with EPA to improve the energy efficiency of their facilities.

HVAC Contractors
Those who install and service heating and cooling equipment for residential or commercial customers.

[International Implementation of ENERGY STAR](#)

[JOIN](#)

Main Partner Resource Page

What is ENERGY STAR? | Newsroom

BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER

PRODUCTS HOME IMPROVEMENT NEW HOMES BUSINESS IMPROVEMENT PARTNER RESOURCES

Home > Partner Resources > Utility & EEPS Resources

Utility and Regional Energy Efficiency Program Sponsors (EEPS) Resources

ENERGY STAR provides a powerful platform for utilities, state agencies, and other organizations implementing energy efficiency programs to make a bigger difference in their communities. Using ENERGY STAR tools and strategies, organizations can reduce program costs and implementation timelines while increasing the efficacy of their programs.

Become a Partner
If you are not already an ENERGY STAR Partner, feel free to browse this section. Please note, to use the ENERGY STAR logo and take advantage of these great resources, you will need to [sign a partnership agreement](#) with EPA and DOE.

These resources that will help you get the most from your partnership with EPA:

Home Improvement
Promote improved energy performance in **existing** homes.

- + [Home Improvement](#)
- + [Heating & Cooling Systems](#)
- + [Home Envelope/Home Sealing](#)
- + [Whole House Improvement/Home Performance with ENERGY STAR](#)

Residential Products/Retail Initiatives
Work with retailers to promote ENERGY STAR products.

- + [Lighting, Appliances, Electronics, Office Equipment & Windows](#)
- + [Heating & Cooling Systems](#)
- + [Utilities/EEPS Training Overview](#) 

[Partner Activity Search](#)

Residential New Construction
Promote energy performance in **new** homes.

Residential Products

- Appliances
- Ceiling Fans
- Home Electronics
- Dehumidifiers
- Heating & Cooling
- Ventilating Fans
- Home Office
- Lighting
- Windows
- Water Coolers
- Home Improvement
- New Homes

Commercial Products

- Exit Signs
- Refrigerators & freezers
- Office Equipment
- Monitor Power Management
- Roof Products
- Traffic Signs
- Transformers
- Water Coolers
- Purchasing & Procurement

Buildings Tools

- + [Performance Rating System](#)
- + [Portfolio Manager](#)
- + [Building Upgrade Manual](#) (23MB)
- + [QuickScope](#)
- + [Cash Flow Opportunity Calculator](#)
- + [Financial Value Calculator](#)
- + [Target Finder](#)
- + [New Building Design Checklist](#)
- + [Purchasing & Procurement](#)
- + [Directory of Energy Efficiency Programs](#)

Utilities & EEPS Resource Page



Navigating within the Site

- The ESTC is arranged into three main sections:
 - Products
 - Campaigns
 - Utilities/EEPS
- Each category contains information relevant to the specific ENERGY STAR partner group

The screenshot shows the ENERGY STAR Training Center website. At the top, there is a navigation bar with the ENERGY STAR logo, a search bar, and utility icons for email, print, and PDF. Below the navigation bar is a banner with the text "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER". The main content area is divided into several sections:

- Navigation Menu:** PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUSINESS IMPROVEMENT, PARTNER RESOURCES.
- Left Sidebar:** Manufacturers, Retailers, Builders, Lenders, Raters & Sponsors of New Homes, Utilities/EEPS, Service & Product Providers, Businesses, Small Businesses, Congregations, HVAC Contractors.
- Main Content:**
 - Home > Partner Resources > ENERGY STAR University
 - ENERGY STAR TRAINING CENTER**
 - Welcome to ENERGY STAR University. This information is designed to serve as a resource for partners looking to improve their sales effectiveness. Find tools and information to help you convey to your staff, customers, or business partners how ENERGY STAR can help them protect the environment while saving energy and money.
 - Products:** ENERGY STAR currently labels products in more than 40 categories, from televisions and air conditioners to clothes washers and computers. ENERGY STAR qualified products have the same features consumers look for in conventional models, but use less energy.
 - Appliances | HVAC | Lighting | Home Electronics/Office Equipment | Commercial Food Service
 - Campaigns:** To promote the benefits of ENERGY STAR to consumers, EPA encourages partners to participate in seasonal promotional campaigns. Campaign outreach includes print advertising, in-store signage, and utility rebates (where available) that encourage consumer demand for products that have earned the ENERGY STAR.
 - Appliances: Spring into a World of Savings | Cooling: Cool Your World | Lighting: Change a Light, Change the World | Home Electronics
 - Utilities/Energy Efficiency Program Sponsors:** Utilities/Energy Efficiency Program Sponsors partners play a large role in educating consumers about ENERGY STAR. EEPS resources include links to product information and best practices in retail training by our EEPS partners.
 - Training Overview | Training Resources
- Right Sidebar:**
 - Products: Appliances, HVAC, Lighting, Home Electronics/Office Equipment, Commercial Food Service
 - Campaigns: Appliances: Spring into a World of Savings, Cooling: Cool Your World, Lighting: Change a Light, Change the World
 - Home Electronics
 - Utilities/EEPS: Training Overview, Training Resources



The ENERGY STAR Training Center offers training materials covering five product categories:

- Residential Appliances
- Residential HVAC Equipment
- Residential Lighting Products
- Home Electronics/Office Equipment
- Commercial Food Service Equipment
- Vending Machines



Types of Training Materials available on the ESTC

The ESTC presents a variety of training materials for products in each of the product categories

Pocket Cards

 ENERGY STAR® QUALIFIED ROOM AIR CONDITIONERS

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

What makes an ENERGY STAR qualified room air conditioner so efficient?

- > Improved insulation
- > More efficient motors and compressors
- > Some models have timers that allow more control over energy usage

ENERGY STAR qualified room air conditioners:

- > Are at least 10% more efficient than standard models
- > Can save on average \$7 a year and over \$70 over the product's life

Sales Training Presentations

 ENERGY STAR® SALES ASSOCIATE TRAINING

REFRIGERATORS



Calculators

Microsoft Excel - Savings_Calculator.xls

CHANGE FOR THE BETTER WITH ENERGY STAR

Life Cycle Cost Estimate for 1 ENERGY STAR Qualified Dishwasher:

The energy savings calculator was developed by the U.S. EPA and U.S. DOE and is provided for educational purposes only. Actual energy savings may vary based on use and other factors.

[Return your results for this play button on our new 3D flash video.](#)

	ENERGY STAR Qualified Unit	Conventional Unit
Number of units	1	1
Brand Name (Optional)		
Model Name (Optional)		
Can-Pipe (Optional)		
Number of Loads per Week	1	1
Type of Water Heating	Electric Water Heating	Electric Water Heating
Water Cost per 100 Gallons (incl. water price)	\$0.00	\$0.00
Energy Factor (EF)	0.90	0.85
Energy Consumption (kWh/year)	1.00	1.10
Water Consumption (Gallons/year)	1.00	1.10

Annual and Life Cycle Costs and Savings for 1 Dishwasher

	1 ENERGY STAR Qualified Unit	Conventional Unit	Savings with ENERGY STAR
Annual Operating Costs*			
Energy Costs (\$/Year)	\$1.00	\$1.10	\$0.10
Water Costs (\$/Year)	\$0.00	\$0.00	\$0.00
Water Costs (\$/Year)	\$0.00	\$0.00	\$0.00
Water Costs (\$/Year)	\$0.00	\$0.00	\$0.00

Page 1

Fact Sheets

CHANGE FOR THE BETTER WITH ENERGY STAR

ENERGY STAR Qualified Programmable Thermostats
How to Promote Products AND Energy-Efficiency

What is ENERGY STAR?
ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 40 different categories that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy solution to energy supply and cost concerns.

Why sell ENERGY STAR qualified programmable thermostats?
They are **Quality Products**. Programmable thermostats that have earned the ENERGY STAR are tested to assure energy savings. Qualification does not interfere with product warranty requirements.

What qualifies a programmable thermostat for the ENERGY STAR?
Programmable thermostats that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

Non-Energy Benefits
ENERGY STAR qualified programmable thermostats allow different temperatures to be set at different times of the day to maximize comfort and savings. They may also be capable of controlling one or more zones of a conditioned space.

That Customers Are Asking For
More than 80 percent of consumers recognize ENERGY STAR as the symbol for energy efficiency. Many of your retailers carry other ENERGY STAR qualified products.



Residential Appliances

Information on the following appliance categories is presented on an Appliances page:

- Clothes Washers
- Dishwashers
- Refrigerator/Freezers
- Room Air Conditioners
- Room Air Cleaners
- Dehumidifiers



Residential HVAC Equipment

Materials covering the following categories are presented in the HVAC page to help retailers, vendors and sales staff communicate effectively to consumers about the benefits of purchasing HVAC products that have earned the ENERGY STAR:

- Ceiling fans
- Dehumidifiers
- Programmable thermostats
- Room Air Conditioners



Residential Lighting

- In the Lighting Products section sales training tools are organized into sub-sections by Partner type (i.e. audience)
- Audiences include:
 - Lighting Showrooms
 - Electrical Distributors
 - New Construction
 - Lighting Product Manufacturers
 - Do-it-Yourself
- Some of the products covered in these sub-sections include:
 - Ceiling Fans
 - Compact Fluorescent Light Bulbs (CFLs)
 - Advanced Lighting Package (ALP)
 - Residential Light Fixtures



Home Electronics/Office Equipment

This Section of the ESTC contains materials that will help sales associates understand how to make ENERGY STAR a strong selling point for qualified home electronics, office equipment and water coolers

- Sales Training Presentations
- Fact Sheets



Commercial Food Service Products

- ESTC features a training presentation for food service equipment dealers and distributors showing the benefits of commercial food service equipment that has earned the ENERGY STAR
- This presentation is designed to be modified by foodservice equipment manufacturer partners with information specific to their qualifying models:
 - Hot Food Holding Cabinets
 - Steam Cookers
 - Fryers
 - Refrigeration (Refrigerators, Freezers, and Refrigerator-Freezers)

The slide features a blue header with the Energy Star logo. The main content area has a white background with a grid pattern. On the left, the text reads 'ENERGY STAR® FOR FOOD SERVICE OPERATORS' above an image of a silver commercial hot food holding cabinet. On the right, a dark grey box contains the text 'Commercial Food Service Equipment' and a bulleted list: 'Save Time', 'Save Money', and 'Serve More'. A small Energy Star logo is in the top right corner of the slide.



The ENERGY STAR Training Center (ESTC) provides access to training materials that will help you make the most of your participation in the Program's ***national campaign initiatives***

- Appliances
- Cooling: Cool Your World
- Lighting: Change a Light, Change the World
- Home Electronics



Appliances

- Each Spring, Partners team up to encourage consumers to protect the environment, save energy, and save money by replacing old, inefficient appliances with models that have earned the ENERGY STAR
- For each of the following appliance categories, ESTC features materials designed to help communicate the benefits of purchasing appliances that have earned the ENERGY STAR
 - Clothes Washers
 - Dishwashers
 - Refrigerators/Freezers
 - Room Air Conditioners



Cooling: The *Cool Your World* Campaign

- During the summer months ENERGY STAR retail, manufacturer, and utility/EEPS (Energy Efficiency Program Sponsors) participate in a national campaign to encourage homeowners to cool their homes smartly with products that have earned the ENERGY STAR
- The ESTC *Cool Your World* section contains information on a number of cooling products:
 - Ceiling Fans
 - Dehumidifiers
 - Programmable Thermostats
 - Room Air Conditioners



Lighting: *The Change a Light, Change the World* Campaign

- During October and November EPA collaborates with ENERGY STAR retail, manufacturer, and utility/EEPS partners through this national campaign to demonstrate the financial and environmental benefits ENERGY STAR qualified lighting
- The ESTC features tools relevant to each of the following lighting categories:
 - Ceiling Fans
 - Compact Fluorescent Light Bulbs (CFLs)
 - Residential Light Fixtures



Home Electronics

- Throughout the year (with an emphasis on the holiday and gift-giving season), EPA and its Partners work together to increase consumer awareness and understanding of the environmental benefits of choosing home electronics products that have earned the ENERGY STAR
- ESTC features tools relevant to products associated with this campaign
 - Home Electronics
 - Televisions
 - DVD Players
 - Digital Video Recorders
 - Home Audio Equipment
 - Cordless Telephone Products
 - VCRs
 - Office Products
 - Computers
 - Monitors
 - Copiers
 - Faxes
 - Scanners
 - Multifunction Devices



ESTC for Utilities/EEPS (Energy Efficiency Program Sponsors)

The ESTC provides links to product information and best practices in retail training materials for its vital Utilities & EEPS Partners

- Training Overview
- Training Resources



Training Resources for Utilities/EEPS

- ESTC offers a unique forum for Utilities/EEPS partners to share tools and best practices for retail sales associate training
- Training Resources include:
 - Utilities/EEPS partner web sites that offer training resources
 - Market reports from Utilities/EEPS partners
 - ENERGY STAR training materials by product category



Moving forward, the ESTC will evolve during two additional development phases:

- Phase 2: Enhanced to include more interactive components and extended to encompass additional ENERGY STAR branches (Homes, C&I, etc.)
 - Include keyword search capabilities
 - Ability to ‘forward to a friend’
 - Include an archive section

- Phase 3: Fully developed functional/interactive site
 - Interactive quizzes and functions
 - Message boards to facilitate information sharing
 - Case Studies