

# ENERGY STAR TRAINING CENTER

Jocelyn Spielman, The Cadmus Group  
Lighting Partner Meeting

March 13, 2007

- Training Support
- Training Center Site Tour
- Early Site Results
- Future Training Opportunities

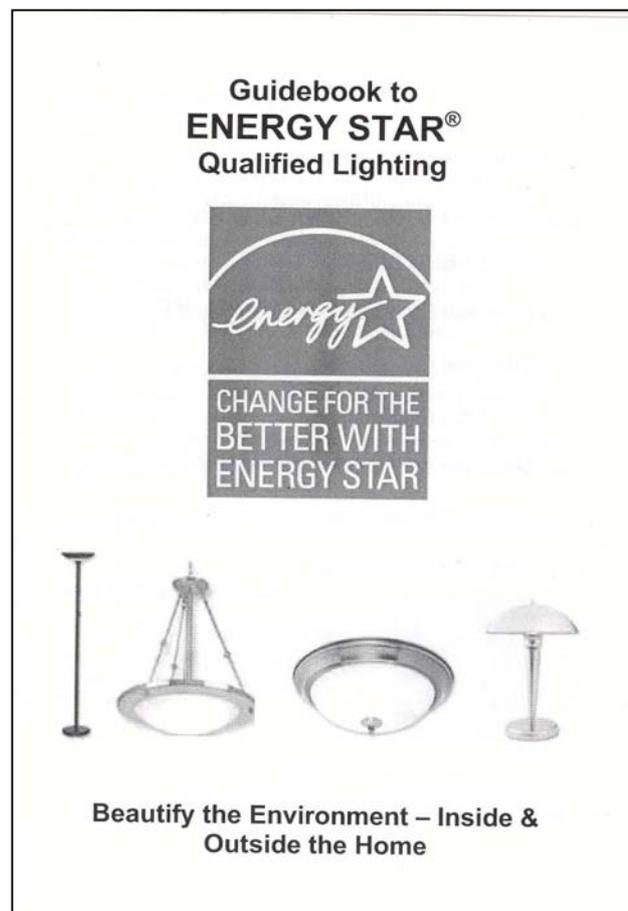


- ENERGY STAR is dedicated to providing partners with training support
  - Customized and relevant individual support
  - General turn key materials at [energystar.gov/training](http://energystar.gov/training)
  - Coordinated campaign support (e.g., resource pages for ENERGY STAR Change a Light, Change the World)
  - Broader events like Lighting Partner Meeting (CFL 101)

# Example: Lighting Brochure



- Good Earth Lighting and National Vendor Services Brochure reached 1,500 sales reps





## What is the ENERGY STAR Training Center?

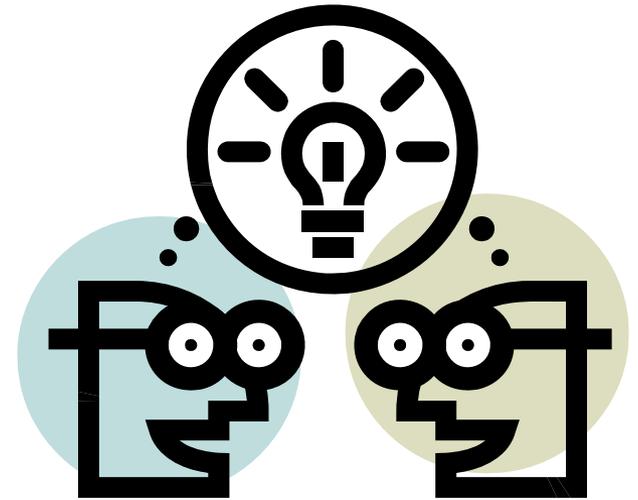
- Online
- Product-based materials
- New!





## What does the Training Center offer?

- For Partners:
  - Easy access
  - Current training materials
  - Exchange ideas with other Partners
- For ENERGY STAR:
  - Provides training framework
  - Time/resource savings
  - Consistency





## Why should you visit the Training Center?

- **EASY**...few clicks away
- **ACCURATE**...most current training materials
- **RELEVANT**...we hope!

## How can you find the Training Center?

- <http://www.energystar.gov/training/>
- Partner Resource Page
- Look for the icon




What is ENERGY STAR? | Newsroom

Search  Go

ENERGY STAR

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 non-profit 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](#)

email this page  
print view  
PDF Reader



- Arranged into three main sections:

- Products
- Campaigns
- Utilities/EEPS

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 main banner with the headline "BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER". A secondary navigation menu includes links for PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUSINESS IMPROVEMENT, and PARTNER RESOURCES. The main content area is titled "ENERGY STAR TRAINING CENTER" and contains a welcome message, a "Products" section, a "Campaigns" section, and a "Utilities/Energy Efficiency Program Sponsors" section. A left sidebar lists various categories like Manufacturers, Retailers, and Builders. A right sidebar lists specific product categories like Appliances, HVAC, and Lighting.



- Residential Lighting Products
  - Showrooms
  - Manufacturers
  - Do-it-Yourself
- Residential HVAC Equipment
- Residential Appliances
- Home Electronics/Office Equipment
- Commercial Food Service Equipment





Offers turn-key and customizable training materials for each product category:

- Pocket Cards
- Presentations
- Calculators
- Fact Sheets

### Pocket Cards



**ENERGY STAR® QUALIFIED ROOM AIR CONDITIONERS**

ASK ABOUT ENERGY STAR

**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

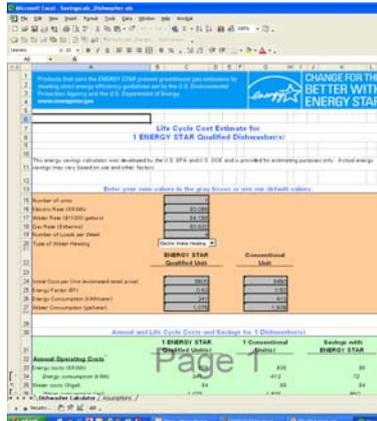


**ENERGY STAR® SALES ASSOCIATE TRAINING**



**REFRIGERATORS**

### Calculators



**Life Cycle Cost Estimate for 1 ENERGY STAR Qualified Dishwasher**

Item	ENERGY STAR Qualified Unit	Conventional Unit
Unit Cost per Line (excludes retail price)	\$250	\$200
Energy Factor (EF)	1.15	1.00
Energy Consumption (kWh/year)	1.0	1.2
Water Consumption (gallons/year)	1.0	1.2

**Annual and Life Cycle Costs and Savings for 1 Dishwasher**

Category	1 ENERGY STAR Qualified Unit	Conventional Unit	Savings with ENERGY STAR
Annual Operating Costs*	\$10	\$12	\$2
Energy costs (kWh)	\$10	\$12	\$2
Water consumption (gallons)	\$10	\$12	\$2
Annual Savings	\$2	\$0	\$2

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### 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 60 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).

**Why sell ENERGY STAR qualified programmable thermostats?**  
**100% 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.

**The Customers Are Asking For**. More than 60 percent of consumers recognize ENERGY STAR as the symbol for energy efficiency. Many of your retailers carry other ENERGY STAR qualified products.



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***

For ENERGY STAR Change a Light, Change the World communicate the benefits of purchasing residential lighting products that have earned the ENERGY STAR:

- Interior and Exterior Fixtures
- CFLs
- Ceiling Fans with lighting



*How can I find lighting training information in advance of ENERGY STAR Change a Light, Change the World?*

- Visit <http://www.energystar.gov/training/lighting>
- Find materials to help train sales people about ENERGY STAR and your latest products
  - Pocket Card for CFLs and Fixtures
  - Sell Sheets and Calculators



## What do the pocket cards look like?



ASK ABOUT ENERGY STAR

ENERGY STAR® QUALIFIED QUALIFIED LIGHT FIXTURES

### KEY SALES MESSAGES:

#### ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > A label earned by products that prevent air pollution by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and U.S. Department of Energy

#### ENERGY STAR qualified light fixtures:

- > 2/3 less energy (than standard incandescent fixtures)
- > Come with long-lasting pin-based bulbs that only have to be replaced once every 7 years on average
- > Offer automatic daylight shut-off and motion-sensing features on outdoor fixtures
- > Generate 70% less heat than incandescent light fixtures
- > Are designed to be stylish and energy efficient

Replace the five most frequently used light fixtures in your home or the light bulbs in them with ENERGY STAR qualified ones, and you could save more than \$60 each year in energy costs.

### CUSTOMER FAQs:



Why are ENERGY STAR qualified fixtures more expensive?



Qualified fixtures are actually less expensive in the long run. What you are save over time in energy and bulb replacement costs can more than make up for the difference in the up-front cost.



Don't fluorescent bulbs flicker and give off an odd color light?



To earn the ENERGY STAR, bulbs cannot flicker or take longer than one second to turn on. The light from ENERGY STAR qualified fixtures generally mirrors that of soft white incandescent bulbs. Manufacturers back up their ENERGY STAR qualified fixtures with a 2-year warranty.

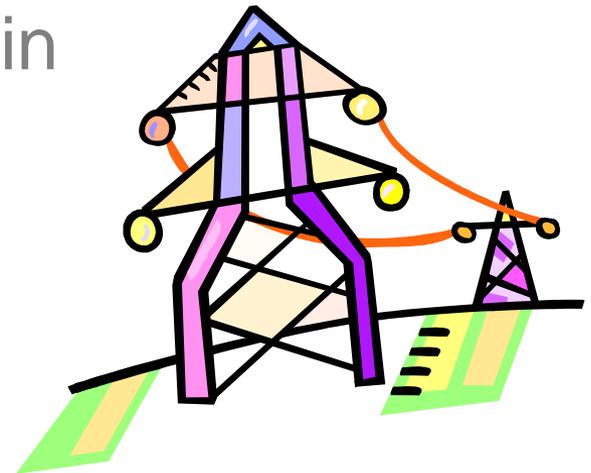


For more information, visit [www.energystar.gov](http://www.energystar.gov)



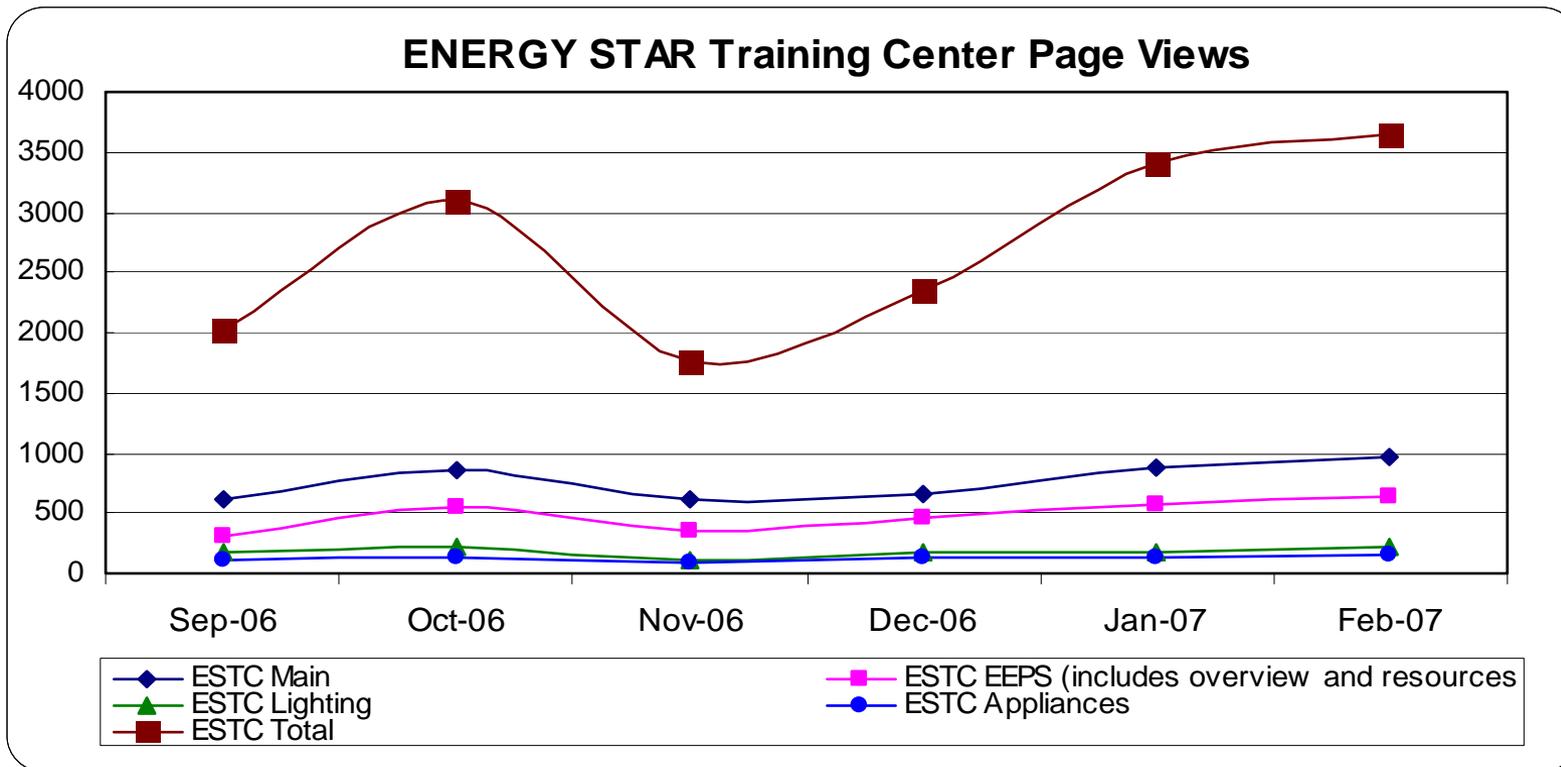
*How can I find out what training strategies and materials EEPS use as a part of their retail training on ENERGY STAR qualified products?*

- Provides links to Utility/EEPS program sites for product information and best practices in retail training materials
  - Training Overview
  - Training Resources





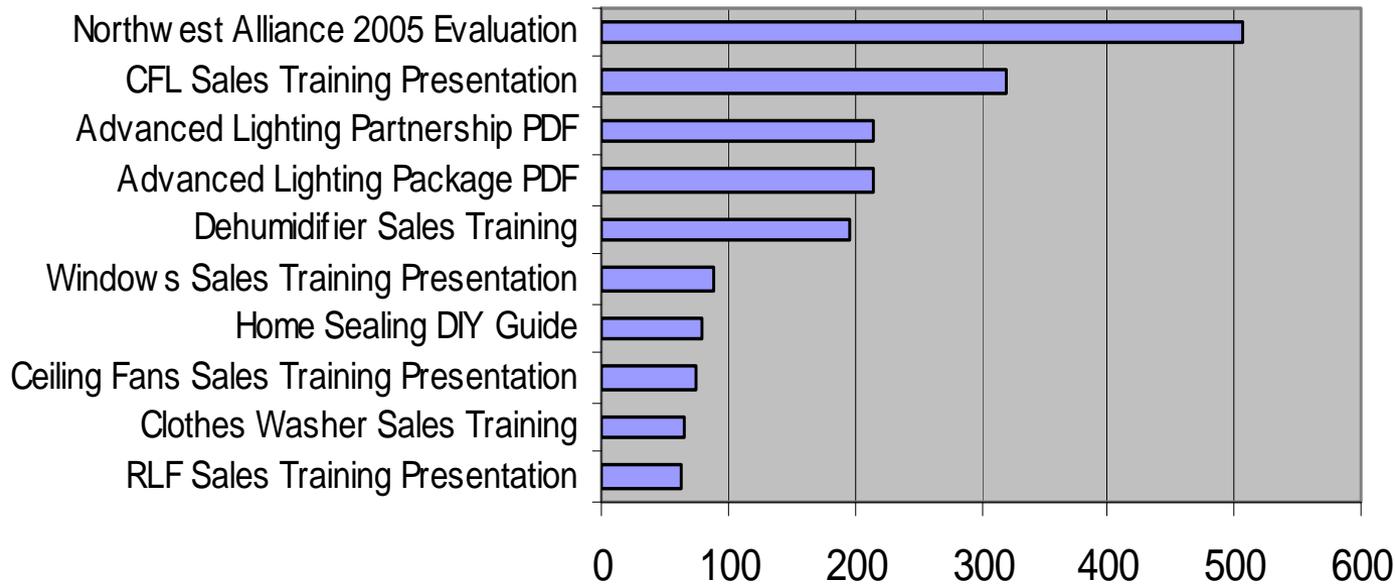
## Are people finding and visiting the Training Center?





## *What materials are people downloading most?*

### Top 10 Materials Downloaded - Cumulative





- Phase 2:
  - Interactive components; improved coordination with EEPS sites
  - Extended to cover additional areas of ENERGY STAR (Homes, C&I, etc.)
- Phase 3:
  - Enhanced functionality and interactivity



Visit the ENERGY STAR Training Center to help you maximize your sales potential. It's:

- **EASY:** Access relevant ENERGY STAR training materials and resources on your own with relative ease
- **ACCURATE:** Find the most current training materials for increasing the sale of ENERGY STAR qualified products and services
- **RELEVANT:** Exchange and collaborate ideas with other Partners

[www.energystar.gov/training/lighting](http://www.energystar.gov/training/lighting)

# Future Training Support



- Customized Opportunities
- New Topics of Interest
- Comments/feedback

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