



# ENERGY STAR Sales Associate Training

## Clothes Dryers



February 2015



## Objectives

### By the end of this training, you will be able to:

- Help customers understand the opportunity to reduce heat, reduce energy, and save money by purchasing an ENERGY STAR certified dryer.
- Address customer questions or concerns regarding ENERGY STAR certified dryers.
- Explain ENERGY STAR certified dryer features and benefits to diverse customers.
- Understand the opportunity you have to increase the average dryer ticket price through ENERGY STAR certified dryers.



## What is ENERGY STAR?



**ENERGY STAR<sup>®</sup> is the simple choice for energy efficiency.** For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment.

ENERGY STAR certified products:

- Save energy
- Save money
- Save the environment



## Why ENERGY STAR Matters to Your Customers

### Energy & Cost Savings

- ENERGY STAR certified products save money!
- Reduces energy use = lower energy bills, saving you money

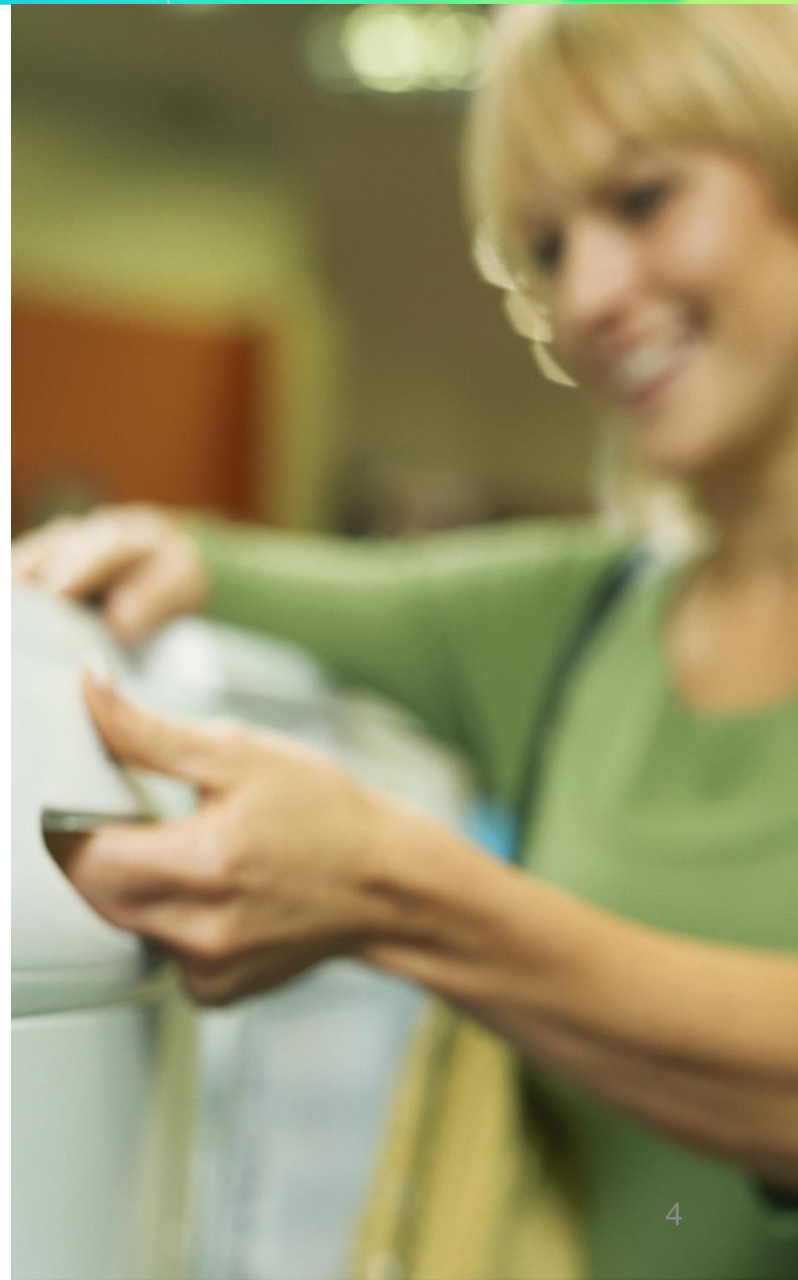
### Product differentiation

- ENERGY STAR certified appliances incorporate advanced technologies and high-efficiency features

### Social Value

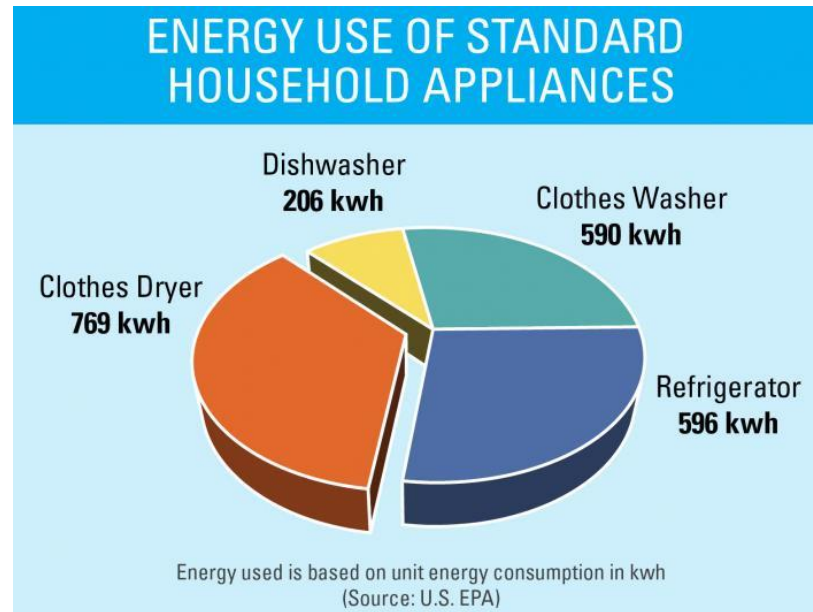
- ENERGY STAR helps your customers be environmentally responsible
- Saving energy helps prevent climate change by reducing greenhouse gas emissions

Help your customers make **smart purchases** to build customer loyalty and increase sales!



## How Saving Energy Helps Protect the Environment

- The **power of the individual** makes a difference!
- ENERGY STAR is **the environmental choice that provides energy savings without compromising performance** or comfort.
- ENERGY STAR is **a government-backed symbol** that means labeled products have been independently certified to use less energy than comparable products and reduce greenhouse gas emissions.



## ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

More than **40 percent of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

Of households that purchased ENERGY STAR products in the past year:

- **More than 75% percent** reported the label as **influential** in their purchasing decision;
- About **70 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.





## ENERGY STAR Appliances

- Refrigerator-freezers\*
- Freezers
- Clothes Washers\*
- **Clothes Dryers – New!**
- Dishwashers\*
- Dehumidifiers
- Room Air Cleaners/Purifiers
- Room Air Conditioners



\*ENERGY STAR Most Efficient 2015 recognition available

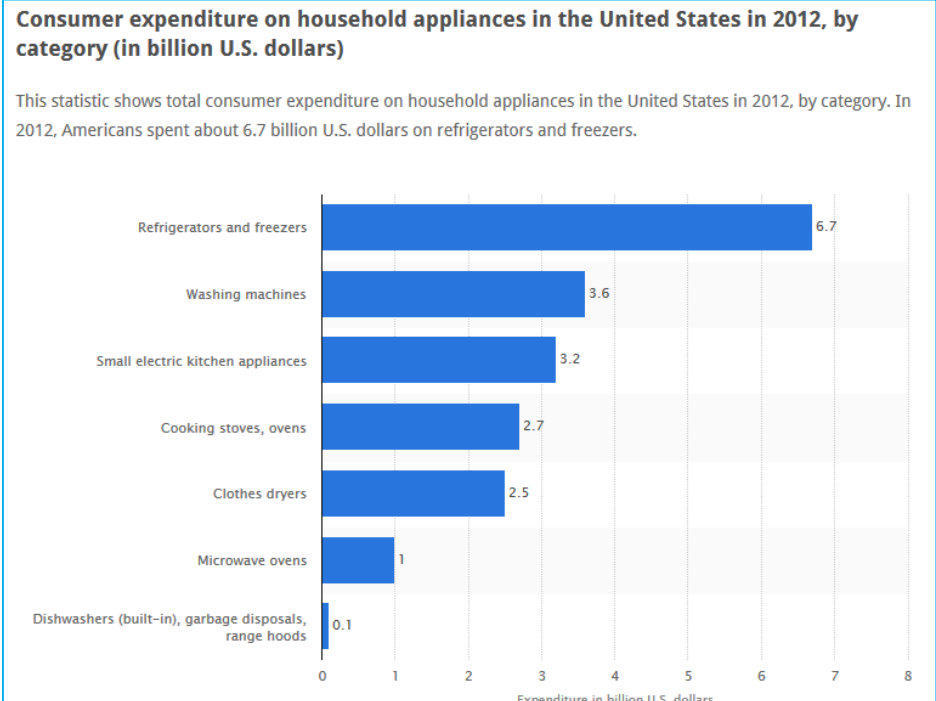


## Your Opportunity: NEW! ENERGY STAR Certified Dryers

High customer demand for increased efficiency:

ENERGY STAR certified dryers will add incremental value for retailers by:

- Driving more customers to stores with promotion and rebate opportunities of this ENERGY STAR product category.
- Increasing sales through promotion of cost benefits for ENERGY STAR certified dryer models.
- Increased efficiency with a paired ENERGY STAR laundry product.



(Source: Statista 2014)





## The Customer's Opportunity: Saving Energy = Saving Money

- More than 80 percent of U.S. homes have a clothes dryer.
- Consumers spent \$2.5 billion on dryers in the U.S. in 2012 alone.
- Utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified dryers.
- Help your customers save money with ENERGY STAR certified clothes dryers by using less heat and energy.



ENERGY STAR certified clothes dryers use less energy and cost less to operate resulting in **lower utility bills**. For added savings show customers [available rebates](#).



## What Makes an ENERGY STAR Certified Clothes Dryer?

Increased savings?

Improved technology and features?

A commitment to protecting the environment?

Clothes dryer efficiency is measured by **Combined Energy Factor (CEF)**.

- CEF is a measure of energy efficiency that reflects the energy use of the clothes dryer. The higher the value, the more efficient the clothes dryer.
- By meeting strict energy-efficiency guidelines ENERGY STAR Certified Dryers **Less Heat = Less Energy = Savings.**

For more information on the minimum CEF needed to qualify for ENERGY STAR certification, see the ENERGY STAR Clothes Dryers [Program Requirements](#).

The ENERGY STAR label recognizes a selection of highly efficient electric, gas, and compact dryer models from many manufacturers including: **Whirlpool, Maytag, LG, Kenmore, SafeMate, and Samsung!**

## ENERGY STAR Certified Clothes Dryers Savings

Less Heat = Less Energy = Savings

- Replacing your old clothes dryer with an ENERGY STAR certified model can **save you \$245**.
- ENERGY STAR certified dryers are **20 percent** more efficient than standard models.
- *If all residential clothes dryers sold in the United States were ENERGY STAR, the **utility cost savings would grow to more than \$1.5 billion each year** and more than 21 billion pounds of annual greenhouse gas emissions prevented. This is **equivalent to the emissions from more than 2 million vehicles**.*



## Has Your Customer Tried Sensor Drying?

Show

Your customers the location of the moisture sensor on an ENERGY STAR certified dryer after consulting the owner's manual for location/usage instructions.

Tell

### Your customers the benefits of sensor drying:

- “ENERGY STAR products deliver more effective auto-termination through the use of improved sensors.”
- “Moisture sensors allow the drying cycle to more effectively terminate when the load is dry.”
- “You’ll save energy, money, and your clothing by reducing your dryer’s energy use with sensor drying.”
- “Keep your clothing longer by preventing over-drying with sensor drying.”



Typical Moisture Sensor Bars

## Does your Customer Know About Dryer Setting Options?

Show

Your customers the low heat setting on an ENERGY STAR certified dryer after consulting the owner's manual for location/usage instructions.

Tell

### Your Customer about Their Setting Options:

- “Choose the *low* heat setting on ENERGY STAR certified dryers to use less heat, less energy, and save money.”
- “Review the product manual for cycles and settings that may use more or less energy.”
- “Customize the dryer cycle and setting to your households needs.”





## Is Your Customer Concerned About the Environment?

Listen

- I need a new dryer, but it needs to be energy efficient.
- My dryer is old and probably using a lot of energy. I'm concerned about my environmental footprint.



Tell

Your green customers about ENERGY STAR certified dryers:

- “ENERGY STAR dryers help prevent climate change. The U.S. EPA estimates that if all 10+ year old dryers in the U.S. were replaced with ENERGY STAR dryers, we would prevent **7 billion pounds of greenhouse gas emissions annually.**”
- “If all residential dryers sold in the U.S. were ENERGY STAR the emissions from more than **2 million vehicles would be avoided.**”
- “ENERGY STAR dryers save 1,500 kWh of electricity and more than 1 million BTUs of natural gas over the product lifetime.”
- “ENERGY STAR is the simple choice: **save energy, save money** and **help protect the climate**”



## Have a Customer Focused on Saving Money?

Listen

- My dryer is done, but money is tight. Can you point me to a cost-effective option to replace it?
- The options you have cost too much up front.
- I've been researching dryers and you have the cheapest models.



Tell

Your money-conscious customers about ENERGY STAR certified dryer savings:

- “ENERGY STAR dryers might cost more, but there may be [rebates](#) available in your area to offset the cost.”
- “While the price might seem high upfront, the purchase price is only part of the cost. **ENERGY STAR dryers** save energy and money over the product's life.”
- “Compared to your old dryer, a new ENERGY STAR dryer could save you **\$245.**”

“It's too much money up front.”



## Have a Customer with Lots of Objections?

Listen

- How can I tell this “energy efficient” dryer is saving for me?
- ENERGY STAR dryers sound great, but I’ve heard it won’t dry my clothes as quickly.
- How do I know the product is truly ENERGY STAR?

Tell

Your skeptical customers about ENERGY STAR certification and the benefits of ENERGY STAR certified dryers:

- “To earn the ENERGY STAR, dryers are independently certified based on testing in an EPA recognized lab, to meet **strict energy-efficiency guidelines.**”
- “ENERGY STAR dryers are made with multiple features so you can choose speed or to save more energy with a longer drying time.”
- “Look for the **ENERGY STAR logo** and the product listing on the ENERGY STAR [product finder.](#)”

“How do I know it’s really ENERGY STAR?”

Look for the simple choice for energy efficiency.





## Why not Tell Your Customer About the ENERGY STAR Pair?

Promoting ENERGY STAR certified washers and dryers as a pair will increase sales and save customers even more!



According to JD Power and Associates, 79 percent of clothes washers and dryers are purchased as a pair. Are you selling both an ENERGY STAR washer AND dryer?



# Close the Sale By Showing Your Customer EVEN More Savings!

Visit [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder):

- Appliance rebates in your area,
- Incentive amounts, start and end dates,
- Name, location, and contact information of rebate sponsors.

The screenshot displays the ENERGY STAR Rebate Finder website. At the top, there is a navigation bar with the ENERGY STAR logo and links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. Below this is a breadcrumb trail: 'Home > Products > Rebate Finder > Special Offers and Rebates from ENERGY STAR Partners'. The main heading is 'Special Offers and Rebates from ENERGY STAR Partners'. A paragraph explains that ENERGY STAR partners occasionally sponsor special offers, such as sales tax exemptions or credits, or rebates on certified products. Below the text is a search bar. The main content area is titled 'Search by' and includes a dropdown for 'All products', a search bar for 'All Zip Codes', and a 'Find Rebates' button. The search results are organized into a grid of categories, each with a checkbox and a count:
 

- Appliances**: Air Purifiers & Cleaners (15), Clothes Dryers (33), Clothes Washers (178), Dehumidifiers (101), Dishwashers (81), Freezers (260), Refrigerators (323).
- Building Products**: Residential Windows, Doors, and Skylights (51), Roof Products (1), Sealing and Insulation Products (38).
- Commercial Appliances**: Commercial Clothes Washers (6), Water Coolers (1).
- Commercial Food Service**: Commercial Dishwashers (66), Commercial Fryers (66), Commercial Griddles (63), Commercial Hot Food Holding Cabinets (68), Commercial Ice Machines (62), Commercial Ovens (105), Commercial Refrigerators and Freezers (2), Commercial Steam Cookers (66).
- Electronics**: Audio/Video (1), Telephones (1), Televisions (37).
- Heating & Cooling**: Air-Source Heat Pump - Single Package (151), Air-Source Heat Pump - Split Systems (122), Boilers (68), Central Air Conditioning - Single Package (62), Central Air Conditioning - Split Systems (109), Ductless Heating & Cooling - Mini-Split Air Conditioning (43), Ductless Heating & Cooling - VRF Multi-Split Air Conditioning (3), Furnaces (109), Geothermal Heat Pumps (146), Room Air Conditioning (164), Ventilation Fans without Lights (1).
- Lighting & Fans**: Ceiling Fans - Light Kits (12), Ceiling Fans with Lights (27), Ceiling Fans without Lights (31), Decorative Light Strings (32), Light Bulbs (625), Light Fixtures (256).
- Office Equipment**: Computers (7), Displays/Monitors (4), Enterprise Servers (2), Imaging Equipment (1).
- Other**: Pool Pumps (23).
- Water Heaters**: Commercial Water Heaters (9), Electric Storage Water Heaters (134), Gas Storage Water Heaters (81), Solar Water Heaters (33), Tankless Gas Water Heaters (63).

 Below the categories is a 'Filter By Utility:' section with letters A through Z. A message says 'Click "Find Rebates" to continue.' The footer contains five columns of resource links: 'Energy Efficient Products', 'Energy Savings At Home', 'Energy Efficient New Homes', 'Energy Strategies for Buildings & Plants', and 'ENERGY STAR Home'. It also features logos for EPA Home and DOE Home, and the page number 18.

## Questions?

For questions about ENERGY STAR certified clothes dryers or for additional information, including qualified product lists and savings figures:

- Write to [appliances@energystar.gov](mailto:appliances@energystar.gov)
- Call (888) STAR-YES

