

ENERGY STAR. The simple choice for energy efficiency.



Selling the Value of ENERGY STAR® Certified Homes





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How to engage a client to pursue the idea of purchasing an ENERGY STAR Certified Home?



Sales Training Kit Contents

1. **PowerPoint** with speaker's notes
2. **Participant Guide** combined with in-class activities
3. **Trainer's Guide** that provides learning objectives and a step-by-step guide on training preparation and facilitation
4. **Certificate of Completion**



Learning Objectives

Module 1:

1. Differentiate between:
 - a) Average new homes
 - b) ENERGY STAR certified homes
2. Describe the features and benefits
3. Identify ideal ENERGY STAR clients

Module 2:

4. Create value propositions
5. Apply a value proposition to a customer profile





ENERGY STAR® CERTIFIED NEW HOMES

BETTER IS BETTER

		Average New Home	ENERGY STAR Certified Home
Meets Minimum Code		✓	✓
Peace of Mind	Improved confidence Customer satisfaction Third party verification		✓
Enduring Quality	High durability Whole-house approach		✓
Wall to Wall Comfort	Enhanced climate control Weather sealed		✓
Proven Value	More energy efficient Higher resale		✓

Activity #1 Better is Better Video

Directions:

While watching the Better is Better video list a one benefit that align with the features on the left. Note the Pillars of ENERGY STAR Certified Homes below provides a reference for benefits as well.



Activity #1 Better is Better Video

ENERGY STAR Certified Homes

Directions: While watching the Better is Better video list a one benefit that align with the features on the left. Note the Pillars of ENERGY STAR Certified Homes below provides a reference for benefits as well.

Features:

- A complete Thermal Enclosure System** with comprehensive air sealing, quality-installed insulation, and high-performance windows.
- High-efficiency Heating, Ventilating, and Cooling System** that is designed and installed for optimal performance.
- Comprehensive Water Management System** to protect roofs, walls, and foundations from moisture damage.
- Energy-Efficient Lighting and Appliances** to help keep utility bills low, while providing high-quality performance and longevity.
- Third-party verification**
ENERGY STAR builder partners don't just claim that their homes are energy efficient; they back it up with independent inspections and testing by a Home Energy Rater.

Benefits to the customer:

Pillars of an ENERGY STAR certified home

Peace of Mind	Enduring Quality	Wall-to-Wall Comfort	Proven Value
<ul style="list-style-type: none"> • Improved confidence that savings will be delivered • Satisfaction as a result of: <ul style="list-style-type: none"> - A home built to rigorous requirements - Independent testing and inspections 	<ul style="list-style-type: none"> • A durable home built to last: <ul style="list-style-type: none"> - Integrated whole-house approach • A combination of energy efficient features, high quality materials and equipment 	<ul style="list-style-type: none"> • Better way to live: <ul style="list-style-type: none"> - Consistent temperatures from room-to-room - Minimized leaks and drafts - Reduced indoor pollutants - Reduced noise from the outside 	<ul style="list-style-type: none"> • Better investment for today and tomorrow: <ul style="list-style-type: none"> - Uses 15-30% less energy than average, code-built homes - Lower maintenance costs - The label helps differentiate when sold later

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Profile of people who've purchased certified energy efficient homes, 2011-2013

- Somewhat more likely to be men
- More likely to be 25–34
- Married
- Slightly more likely to have children under 18 in the household
- Well-educated, with a bachelor's degree or higher
- Affluent, with a household income of \$75k+

N=197



Working Class
Realists
29%



Cautious
Conservatives
19%



True Believers
20%



Concerned Parents
32%





Concerned Parents – 32% of Americans

- Somewhat more likely to be women (61%)
- Age 18–44
- White-collar and homemakers
- Average income
- Some college or bachelor's
- Married with children
- Somewhat less likely to currently own home
- Below avg. # of energy conservation activities (5)

Connecting with Concerned Parents

- Connect to their **concern for their kids**,
 - **Short-term:** the **comfort and health benefits** of ENERGY STAR certified homes
 - **Long-term:** buying an ENERGY STAR certified home helps them do their part to **preserve the quality of life for future generations.**
- Communicate that ENERGY STAR certified homes have **lower utility bills.**
- Position energy-efficient features as **beautiful and stylish.**





True Believers – 20% of Americans

- Most are between 35 and 64 years old
- Equally likely to be men or women
- White-collar and professionals
- Very well-educated
- High income (\$75k+)
- Homeowners
- Married
- Environmentalists
- Highest # of energy conservation activities (10)



Cautious Conservatives – 19% of Americans

- Slightly more men than women
- Highest income (37% \$100k+)
- Half are 55+
- Well-educated
- Professionals and retirees
- Married
- Homeowners
- Driven by ROI
- Just above avg. # conservation of activities (7)



Working Class Realists – 29% of Americans

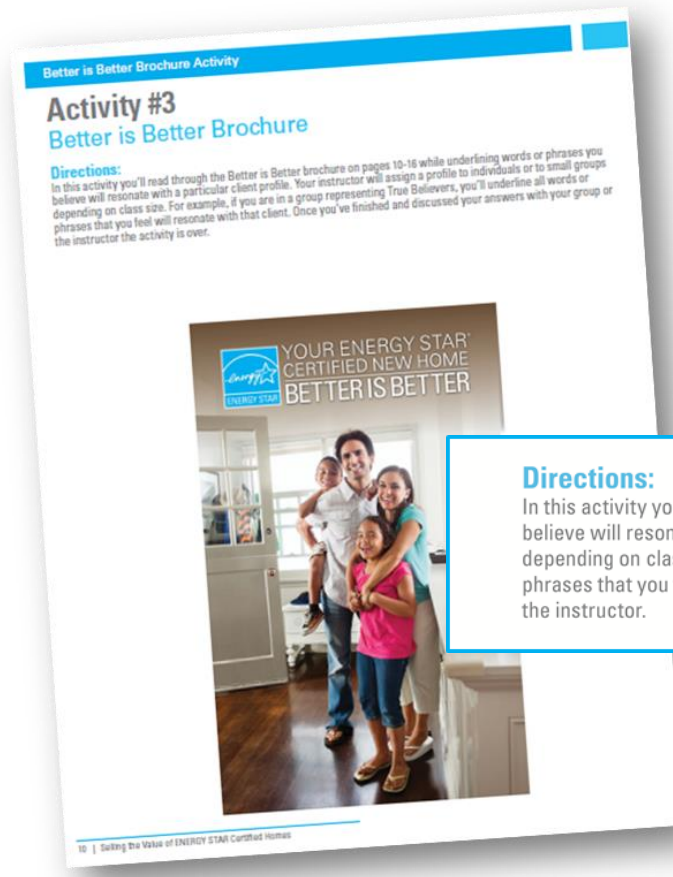
- Men and women
- Age 18–34
- Blue-collar
- Lower income
- Less educated
- Single
- Renters
- Primarily urban
- Low # of activities (3.5)

Conclusion:

- “One-size-fits-all” mentality for energy efficiency messaging simply does not work.
- Different client types have different drivers.



Activity #2: Better is Better Brochure



Directions:

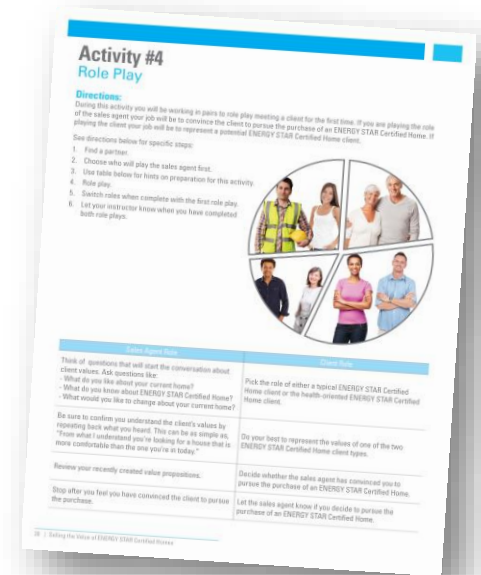
In this activity you'll read through the Better is Better brochure on pages 10-16 while underlining words or phrases you believe will resonate with a particular client profile. Your instructor will assign a profile to individuals or to small groups depending on class size. For example, if you are in a group representing True Believers, you'll underline all words or phrases that you feel will resonate with that client. Once you've finished, discuss your answers with your group or with the instructor.

Activity #4 Role Play

Directions:

During this activity you will be working in pairs to role play meeting a client for the first time. If you are playing the role of the sales agent your job will be to convince the client to pursue the purchase of an ENERGY STAR Certified Home. If playing the client your job will be to represent a potential ENERGY STAR Certified Home client.

1. Find a partner.
2. Choose who will play the sales agent first.
3. Use table below for hints on preparation for this activity.
4. Role play.
5. Switch roles when complete with the first role play.
6. Let your instructor know when you have completed both role plays.





Scoring Matrix

Goal:

- Engage the client to pursue the idea of purchasing an ENERGY STAR Home by:
 - Understanding their values using active listening
 - Explaining benefits and feature that match their values in simple terms
 - Keep the dialog conversational like your are speaking with a friend of family member

Activity #4 Scoring Matrix

Directions:
The matrix below is a convenient way to rate the sales agent's performance both in the classroom and the field. For this final activity, take some time to rate the sales agent's performance and provide a score and feedback.

Scoring Matrix			
1 point <i>(Did not meet objective)</i>	2 points <i>(Partially met objective)</i>	3 points <i>(Fully met objective)</i>	Score
1. Used active listening to identify client values			
<input type="checkbox"/> I didn't know whether my values were understood	<input type="checkbox"/> I felt like the sales agent understood my values through cues, like nodding their heads, yet it was never confirmed	<input type="checkbox"/> The sales agent confirmed they understood my values by repeating my values back to me	
2. Aligned benefits to client values and explained in simple terms			
<input type="checkbox"/> No benefits were mentioned, only features	<input type="checkbox"/> Benefits were discussed, yet they did not relate closely to my values or were confusing	<input type="checkbox"/> Benefits were discussed in simple terms and aligned with my values	
3. Explained features supporting ENERGY STAR Certified Home benefits in simple terms			
<input type="checkbox"/> Features were discussed yet I didn't understand them	<input type="checkbox"/> Features were discussed yet I only partially understood them and how the features would benefit me	<input type="checkbox"/> Features were discussed in simple terms and I understood their benefit to me	
4. Used a conversational and easy-to-understand tone when explaining the value of an ENERGY STAR Certified Home to me			
<input type="checkbox"/> The conversation sounded "canned" or like someone was reading from a script	<input type="checkbox"/> Parts of the conversation were conversational	<input type="checkbox"/> The discussion had a conversational tone like I was talking to a friend	
5. Used a convincing value proposition to engage me in pursuing the idea of buying an ENERGY STAR Certified Home			
<input type="checkbox"/> I am not convinced of the value of buying an ENERGY STAR Certified Home.	<input type="checkbox"/> I'm interested yet not convinced an ENERGY STAR Certified Home has value to me.	<input type="checkbox"/> I'm convinced an ENERGY STAR Certified Home has value to me and choose to pursue the idea of purchasing an ENERGY STAR Certified Home	
Add your score			/15

*Source: <http://www.investopedia.com/terms/v/valueproposition.asp>
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How to Obtain Your Copy!

Log into your “My ENERGY STAR Account” at www.energystar.gov/mesa.

The screenshot shows the 'Login to My ENERGY STAR Account' page. On the left is a navigation menu with categories like 'Product Brand Owners', 'Retailers', 'New Home Industry', 'Utilities/EEPS', 'Residential & Commercial Products Programs', 'Service & Product Providers', 'Buildings & Plants', 'Small Businesses', 'Congregations', 'For Contractors', and 'For Federal Agencies'. The main content area has a breadcrumb trail: 'Home > Partner Resources > Login to My ENERGY STAR Account'. Below this is the title 'Login to My ENERGY STAR Account' and two input fields: 'User Name: *' and 'Password: *'. A blue 'login' button is positioned below the password field. There are links for 'I've forgotten my password.' and 'I've forgotten my user name and password'. A note states: 'If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance.' Another note asks: 'Questions about using this tool? Visit the MY ENERGY STAR Tutorial (2.71MB)'. A final note says: 'This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser.'

If you don't have access, please email us at energystarhomes@energystar.gov.



ENERGY STAR®

My ENERGY STAR Account

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[Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#)

My ENERGY STAR Account

Welcome,

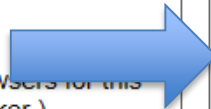
You are invited to navigate directly to other ENERGY STAR tools and sites, change your password for your password-protected ENERGY STAR tools, or update contact information for you, your organization, and your colleagues.

To-Do List:

New Homes Builder Training

[Review Training](#)

(Internet Explorer or Firefox are the preferred browsers for this training. Please turn off your browser pop-up blocker.)



My ENERGY STAR Tools:

- [Logo Downloads](#)
- [Apply for an Award](#)
- [Linking Opportunities](#)
- [Certified Homes Consumer Videos](#)
- [Certified Homes Co-brandable Consumer Brochure](#)
- [Certified Homes Co-brandable Banners](#)
- [ENERGY STAR Certified Homes Sales Training Kit](#) **New**
- [Certified Homes Co-brandable Yard Signs](#)
- [Join Indoor airPLUS](#)



Q&A

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