LEARN MORE AT energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Best Practices for Your Business

Practice Role-Playing with your Sales Staff

To make ENERGY STAR an effective tool to improve sales, your sales force must be able to discuss the features and benefits of ENERGY STAR qualified homes with prospective buyers. Role playing can help by allowing a sales team to practice talking to different types of customers about energy efficiency.

Try developing sales presentations for the following customers:

- Prospect A has comfort problems with her current home that was built in the 60's.
- Prospect B lives down the road in a similar community. She has two children and works from her home office.
- Prospects C are first-time homebuyers. They are concerned about their monthly payments and want to have enough disposable income to travel.
- Prospects D are retired. This will be their fourth home and they want very little maintenance.
- Prospect E considers herself a free spirit and nature lover. She is concerned about her environmental footprint.
- Prospect F works in the IT field. She always has the newest gadgets.

Create and provide a Homeowner's Manual

Give your homebuyers a Homeowner's Manual at the closing of their new home. This manual should serve as an informational resource for homeowners to use. Consider offering tips for maximizing the home's performance, including the use of CFLs, cleaning HVAC filters regularly, and keeping lamps, and other appliances away from thermostats.

Host an Event

Ensure that company employees and the community are aware of your commitment to building energy-efficient, high performing homes through promotional events. Use these customizable presentations to assist you in hosting the following types of events:

- **Company-wide ENERGY STAR Event.** Hold a program roll-out meeting if you are a new ENERGY STAR builder partner. Hold an annual event if you are an existing partner. Be sure to take pictures and write a press release.
- **Real Estate Agent Event.** Invite top agents in your area to learn about ENERGY STAR. Give each agent an ENERGY STAR-related gift, such as a qualified compact florescent light (CFL).
- **ENERGY STAR "Muddy Boots" Tour.** Invite prospective buyers to tour one of your ENERGY STAR qualified homes under construction. You can show them how your homes compare to other builders at the pre-drywall stage.
- **After-the-Sale Education Class.** Build your reputation by turning happy customers into lifelong partners. Reiterate features and value, explain how to maximize performance and savings, provide tips for additional savings based on occupant behavior, and get leads and testimonials.
- **Milestone Events.** Celebrate your initial partnership with ENERGY STAR, the sale of your first ENERGY STAR qualified home, or the receiving of an ENERGY STAR award from EPA.

Stay Up-to-Date with Resources on ENERGY STAR for New Homes

- Technical Resources
- Educational Resources
- Marketing Resources
- FREE Webinars
- ENERGY STAR Features
- Energy Efficiency and Green Building

Click on these links, also available at: www.energystar.gov/homes

Questions? Email us at energystarhomes@energystar.gov