



David Shiller, US EPA

Roles and Responsibilities



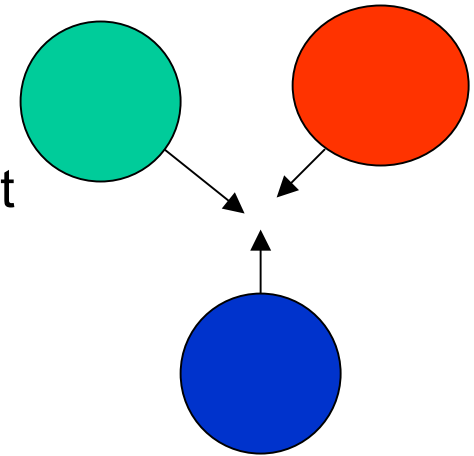
- Product manager for ENERGY STAR Residential Light Fixtures
- Drive sales of ENERGY STAR qualified fixtures
- Co-manage *Change a Light, Change the World* Campaign with Wendy Reed, EPA



Roles and Responsibilities



- Change A Light Role
 - Assist in making matches between manufacturers, retailers, and utilities
 - Provide information, ideas and resources to assist manufacturers in driving successful co-marketing programs during Change A Light



Successful Strategies for Manufacturers

make the most out of your ENERGY STAR Partnership and CAL



Determine the following:

- ENERGY STAR champion within your company. This is your main point of contact, the person that will drive your campaigns, and make relationships with ENERGY STAR representatives and partners
- Key distribution channels. Prioritize these channels for Change A Light, Change the World depending on the retailer and product selection
- Leveraging opportunities to work with retailers and efficiency programs
- Determine if your campaign will be regional or national in scope
- Utilize CAL as a strategy to achieve your existing business goals.

Successful Strategies for Manufacturers

make the most out of your ENERGY STAR Partnership and CAL



Determine the following:

- Work with utility and regional energy program sponsors in areas where you (1) have strong relationships with retailers (2) want to increase market penetration of your products (3) have strong sales areas
- Use the free Change A Light, Change the World creative and get ideas from in-store promotional tactics on CD
- Work with ENERGY STAR representatives to assist you in developing relationships or determining opportunities

Strategy for Retailers



Tell your ENERGY STAR lighting vendors to bring you a Change a Light program soon!
Including:

- appropriate product mix
- in-store merchandising
- promotional resources
- leveraging efficiency program resources
- PR, events and advertising
- Sales staff training

Strategy for Efficiency Program Sponsors



- Confirm enough of your lighting program dollars are designated to leverage industry resources during the Change a Light window of opportunity.
- If you want to leverage industry resources, sync your program planning cycle to mass merchant planning cycles.

Sales Training Materials



A variety of sales training materials will be available for download from the Web soon. They include:

- Category specific sales training presentations
 - Fixtures
 - Bulbs
 - Ceiling Fans
- Category specific pocket cards
 - Fixtures
 - Bulbs
 - Ceiling Fans
- Fact Sheets (also on the CD)

To locate these resources go to
www.energystar.gov/nationalcampaigns and click on
Change a Light, then click on Sales Training.

Contact Information



For additional information:

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