



# ENERGY STAR® Sales Associate Training

## Dishwashers



August 2016

## Objectives

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

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



## What is ENERGY STAR?



**ENERGY STAR® 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!
- Reduced energy use = lower energy bills, saving you money

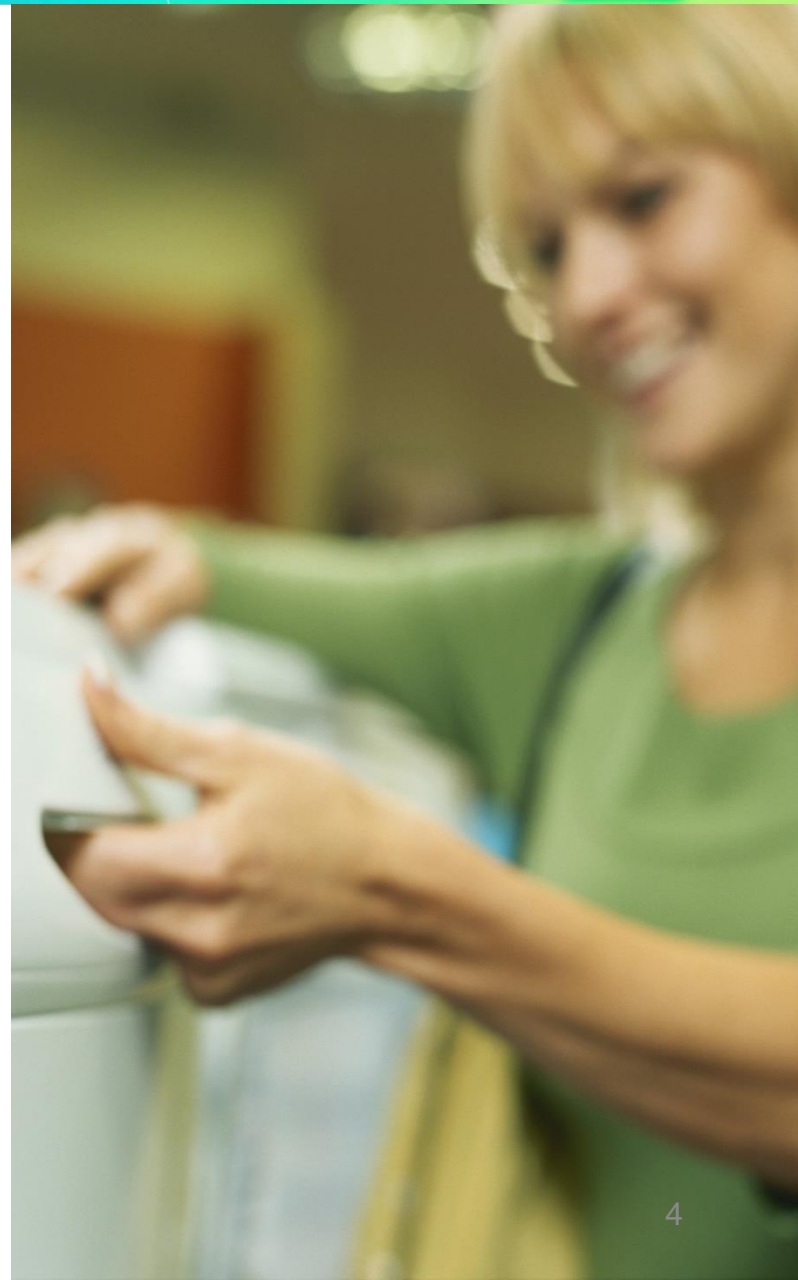
### Product differentiation

- 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.

Approximately half **(46%) 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:

- **About 77 percent** reported the label as **influential** in their purchasing decision;
- About **77 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.





## ENERGY STAR Appliances

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

\* ENERGY STAR Most Efficient 2017 recognition available





## Your Opportunity: ENERGY STAR Certified Dishwashers

High customer demand for increased efficiency.

Continued consumer interest to invest in kitchen renovations.

ENERGY STAR certified dishwashers 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 dishwasher models.





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

- Dishwashers that have earned the ENERGY STAR are on average 12 percent more energy efficient and 30 percent more water efficient than those that meet the minimum federal standard.
  - Compact dishwashers that have earned the ENERGY STAR are 9 percent more energy efficient and 11 more water efficient compared to conventional compact dishwashers.
- Utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified dishwashers.
- Help your customers save money with ENERGY STAR certified dishwashers by using less water and energy.



ENERGY STAR certified dishwashers 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 dishwasher?

- Increased savings
- Improved technology and features
- A commitment to protecting the environment

ENERGY STAR certified dishwashers use [advanced technology](#) to get your dishes clean while using less water and energy. ENERGY STAR models are available in both standard and compact sizes.

- The ENERGY STAR dishwasher certification criteria are based on specific energy consumption and water consumption levels. The maximum energy consumption is measured in kWh/year and the maximum water consumption is measured in gallons/cycle.

For more information on the efficiency levels needed to qualify for ENERGY STAR certification, see the ENERGY STAR Dishwasher [Program Requirements](#).

The ENERGY STAR label recognizes a selection of highly efficient standard and compact washer models from more than 35 manufacturers.

## ENERGY STAR Certified Dishwasher Savings

- A dishwasher built before 1994 wastes more than 10 gallons of water per cycle. A new, ENERGY STAR certified dishwasher will save, on average, **3,870 gallons of water** over its lifetime.
- *If all dishwashers sold in the United States were ENERGY STAR certified, the **cost savings would grow to more than \$415 million each year** and more than 3.5 billion pounds of annual greenhouse gas emissions would be prevented, **equivalent to the emissions from over 350,000 vehicles.***



## Does your customer know about the advanced technology behind ENERGY STAR certified dishwashers?

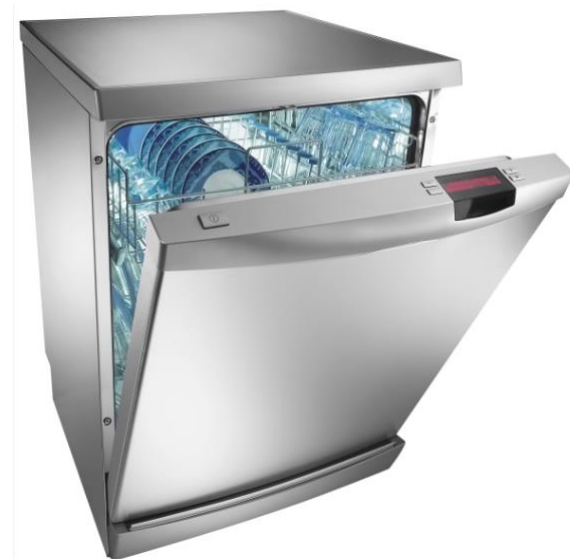
Show

Your customer how the features of ENERGY STAR certified models deliver efficiency and performance.

Tell

Your customer how ENERGY STAR certified models include:

- “Advanced soil sensors that test how dirty the dishes are throughout the wash cycle and adjust to achieve optimum cleaning with minimum water and energy use.”
- “More effective high-pressure jets that eliminate the need to pre-rinse dishes.”
- “Internal water heaters that help reduce water heating costs.”
- “Innovative dish rack designs that maximize cleaning through strategic dish positioning.”

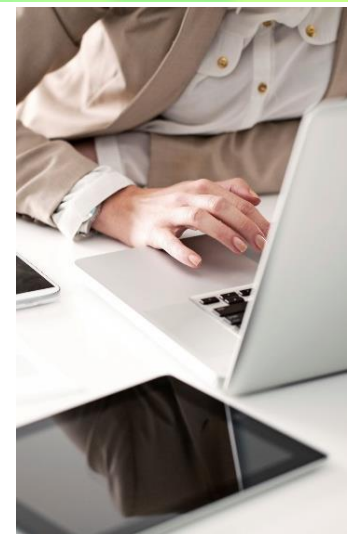




## Have a Customer Focused on Saving Money?

Listen

- I need to replace my dishwasher, 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.



Tell

### Your money-conscious customers about ENERGY STAR certified dishwasher savings:

- “A new ENERGY STAR certified dishwasher costs less than \$35 a year to run and will save 3,870 gallons of water over its lifetime.”
- “You can maximize your savings by following a few energy-saving tips: run full loads whenever possible and use the no-heat drying option with a rinse agent.”
- “Think about if you need a compact or standard dishwasher. A compact model run more frequently might end up costing you more money than choosing a standard dishwasher.”

“It’s too much money up front.”



## Is Your Customer Concerned About the Environment?

Listen

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

Tell

**Your green customers about ENERGY STAR certified dishwashers:**



- “ENERGY STAR dishwashers help prevent climate change. If all washers in the U.S. were replaced with ENERGY STAR models, we would **save more than 3.5 billion pounds of annual greenhouse gas emissions**, equivalent to the **emissions from over 350,000 million vehicles.**”
- If your dishes are only slightly soiled, you can use a light or energy-saving wash cycle, which **uses less water** and operates for a shorter period of time.
- “ENERGY STAR is the simple choice: **save energy, save money**, and **help protect the climate.**”



## ENERGY STAR Most Efficient



### What is it?

- A new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation.
- It represents the “best of the best” among those that qualify for ENERGY STAR in a given year.

### Why is it important to your customers?

- Gives your customers leading edge products to choose from without trade-off in features or functionality.
- Many use innovative and advanced technologies.
- Helps your customers be environmentally responsible.





## ENERGY STAR Most Efficient

Most Efficient Appeals to:

- Existing and new audiences
  - Early adopters
  - Environmentally conscious shoppers

Consumers who say they would buy a product because it is recognized as ENERGY STAR Most Efficient are more likely to:

- Be loyal ENERGY STAR shoppers
- Associate ENERGY STAR with high quality
- Be more environmentally/socially motivated
- Like having the most advanced technology
- Be willing to pay more for a product that saves the most energy

Models recognized as the Most Efficient of ENERGY STAR 2017 offer an average of **22% energy savings and 36% water savings** compared to the federal standard.



## 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 shows the ENERGY STAR website's 'Rebate Finder' page. At the top, there's a navigation bar with the ENERGY STAR logo and the tagline 'The simple choice for energy efficiency.' Below this, there are links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. The main heading is 'Certified Products' with a subtext 'Your source for energy efficient product information'. A secondary navigation bar includes 'All Certified Products', 'How a Product Earns the Label', 'Save Energy at Home', 'Join Our Movement', and 'Product Specifications Search'. The primary section is 'Find Product Rebates & Other Special Offers', which features a green icon of a dollar bill with a checkmark and a list of three steps: 1. Enter your zip code to see a list of rebates and offers in your area. 2. Narrow the results to the product categories of interest to you. 3. Connect to utility websites for details on how to cash in. Below this is a green bar with the text 'Enter your zip code to begin.' followed by a search box labeled 'All Zip Codes' and a 'FIND REBATES' button. The 'Additional Resources from ENERGY STAR' section contains three boxes: 'LEARN MORE ABOUT PRODUCTS' with a 'Select a Product Category' dropdown, 'PRODUCT FINDER' with a 'START HERE' button, and 'My ENERGY STAR' with a 'GET STARTED' button. The footer has five columns of links: 'Energy Efficient Products' (Find ENERGY STAR Products, Energy Savings at Home), 'Energy Savings At Home' (Start Saving Now, Take the Pledge), 'Energy Efficient New Homes' (Find Builders and Incentives, Home Features and), 'Energy Strategies for Buildings & Plants' (Facility Owners & Managers, Service Providers), and 'ENERGY STAR Home' (About ENERGY STAR, Recursos en Español, Publications).

## Questions?

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

- Write to [appliances@energystar.gov](mailto:appliances@energystar.gov)

