



# ENERGY STAR® Sales Associate Training

## Refrigerators and Freezers



June 2019

## Objectives

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

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



## What is ENERGY STAR?



**ENERGY STAR is the simple choice for energy efficiency.** For more than 25 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
- Protect 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

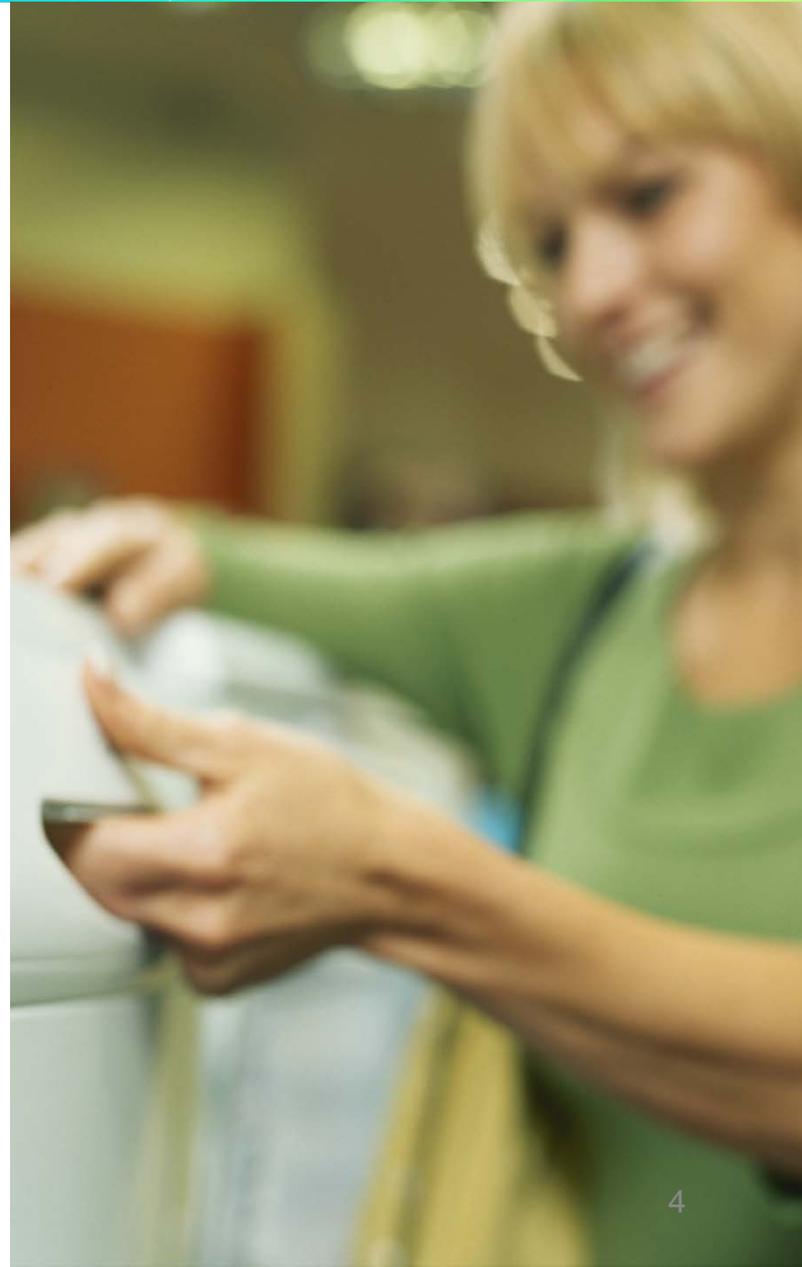
### Product Differentiation

- 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 (45%) of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

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

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





## ENERGY STAR Certified Appliances

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



\*ENERGY STAR Most Efficient 2019 recognition available



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

- 20.5 million older refrigerators still in use throughout the United States.
- On average, an old refrigerator could use nearly **twice** as much energy as a new ENERGY STAR certified refrigerator.
- Many utilities and energy efficiency program sponsors are rebating and promoting ENERGY STAR certified refrigerators and freezers.
- Help your customers save money with ENERGY STAR certified refrigerators and freezers by using less energy.



ENERGY STAR certified refrigerators and freezers 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 Refrigerator or Freezer?

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

Refrigerator and freezer efficiency is measured by **Annual Energy Consumption (AEC) kWh/year.**

- AEC is a measure of the estimated energy use of the refrigerator or freezer per year. The lower the value, the less energy the refrigerator or freezer uses.
- To qualify for ENERGY STAR certification, the AEC must be less than or equal to a Maximum Annual Energy Consumption (MAEC) for the type of refrigerator or freezer, based on the size and configuration.

For more information on the MAEC needed to qualify for ENERGY STAR certification, see the ENERGY STAR Refrigerator and Freezer [Program Requirements](#).

The ENERGY STAR label recognizes a selection of highly efficient refrigerator and freezer models from leading manufacturers in many different configurations, including top-freezer, bottom-freezer, side-by-side, and compact.

## ENERGY STAR Certified Refrigerator and Freezer Savings

- By properly recycling your old refrigerator and replacing it with a new ENERGY STAR certified model, you could **save more than \$300** over the next five years.
- ENERGY STAR certified refrigerators are about **9%** more efficient than standard models.
- *If all residential refrigerators sold in the United States were ENERGY STAR certified, the **utility cost savings would grow to nearly \$700 million each year** and 9 billion pounds of annual greenhouse gas emissions would be prevented. This is **equivalent to the emissions from more than 870,000 vehicles.***





## Is Your Customer Concerned About the Environment?

### Listen

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



### Tell

Tell your green customers about ENERGY STAR certified refrigerators:

- "ENERGY STAR certified refrigerators help prevent climate change. The U.S. EPA estimates that if all refrigerators sold in the U.S. were ENERGY STAR certified, **9 billion pounds of greenhouse gas emissions** would be avoided, equivalent to the emissions from more than **870,000 vehicles each year.**"
- "A new ENERGY STAR certified refrigerator uses **less energy than a 60-watt light bulb.**"
- "ENERGY STAR is the simple choice: **save energy, save money, and help protect the climate.**"



## Have a Customer Focused on Saving Money?

Listen

- My refrigerator 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 refrigerators and you have the cheapest models.



Tell

Tell your money-conscious customers about ENERGY STAR certified refrigerator savings:

"It's too much money up front."

- "ENERGY STAR certified refrigerators 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 certified refrigerators and freezers** save energy and money over the product's lifetime."
- "Replacing your older refrigerator with a new ENERGY STAR certified model could save you **more than \$300 over the next five years.**"



## Have a Customer with Lots of Objections?

Listen

- How can I tell this “energy-efficient” refrigerator is saving for me?
- ENERGY STAR certified refrigerators sound great, but I’ve heard I can’t get one with the features I want.
- How do I know the product is truly ENERGY STAR?

Tell

Tell your skeptical customers about ENERGY STAR certification and the benefits of ENERGY STAR certified refrigerators:

- “To earn the ENERGY STAR, refrigerators are independently certified based on testing in an EPA recognized lab to meet **strict energy-efficiency guidelines.**”
- “You can find the ENERGY STAR label on the most advanced refrigerators in a variety of designs. Many also use innovative drawer designs and improved temperature controls to keep your food fresher, longer.”
- “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.



## ENERGY STAR Most Efficient



### What is it?

- A 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

ENERGY STAR 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

Refrigerator models recognized as the Most Efficient of ENERGY STAR 2019 offer at least **10% energy savings** for top freezers and **20% energy savings** for side-by-side and bottom freezer products 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 is a navigation bar with the ENERGY STAR logo and the tagline "The simple choice for energy efficiency." Below this, there are four main menu items: "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". A search bar is located in the top right corner. The main content area features a breadcrumb trail: "Home > Certified Products > Rebate Finder > Special Offers and Rebates from ENERGY STAR Partners". Below the breadcrumb, the page title is "Certified Products" with the subtitle "Your source for energy efficient product information". A secondary navigation bar includes links for "All Certified Products", "How a Product Earns the Label", "Save Energy at Home", "Join Our Movement", and "Product Specifications Search". The main heading is "ENERGY STAR Rebate Finder". Below this is a large banner image of a family sitting on a grassy hill. To the left of the family is a graphic of a green dollar sign with a white arrow pointing up and to the right, and two smaller green dollar signs below it. The text in the banner reads: "Find rebates and special offers near you on ENERGY STAR certified products. Products that earn the ENERGY STAR label meet strict energy-efficiency specifications set by the U.S. EPA helping you save energy and money while protecting the environment." Below the banner is a green bar with the text "Enter your zip code to begin." followed by a white input field containing "All Zip Codes" and a blue button labeled "FIND REBATES". Below this is a section titled "Additional Resources from ENERGY STAR" with three cards: 1. "LEARN MORE ABOUT PRODUCTS" with a sub-heading "Looking for more information about how to save with ENERGY STAR products?" and a dropdown menu labeled "Select a Product Category". 2. "PRODUCT FINDER" with a sub-heading "Find and compare ENERGY STAR products to see how they stack up." and a purple button labeled "START HERE". 3. "My ENERGY STAR" with a sub-heading "Discover the many simple energy-saving actions you can take to make a big difference." and an orange button labeled "GET STARTED".

## Questions?

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

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

