

Marketing Energy Star Fixtures – Tools and Tactics in the Northwest



Seattle City Light
Puget Sound Energy
Tacoma Power
Snohomish County PUD

Northwest Goal



- Work together to sell more Energy Star fixtures by focusing on the residential builder and remodeler channel.

Past Challenges with ES Fixtures



- Limited variety, styles
- Low visibility in the showroom
- Higher cost than comparable incan.
- ES fixtures often not stocked and/or take longer to deliver to job site
- Performance (color, light output, no dim)

Challenges of Target Market



- Not aware of ES fixture features and benefits
- First cost
- Not sure what all is available
- Fear of using unproven technologies
- Fear of consumer rejection
- Stories of poor performance (defective, wrong application or incorrectly installed)

Strategies



- Focus on a few showrooms
- Money talks!
- KISS
- Training
- Relationships are key

Tactics



- Identify champion showrooms
- One incentive level - \$20 instant rebate
- Sales SPIFFs
- Hang-tags and large showroom displays
- Distribute ES catalogs and LFT to buyers
- Regular in-store trainings
- Encourage champion builders

Program Successes



- More ES fixture sales throughout region
- Champion builders are having positive impact on other builders
- ES fixtures now appearing in new high-end homes
- Some sales reps are starting to “get it”.
- Key showrooms showing more positive attitude toward ES products

Lessons Learned



- Don't oversell Energy Star. Focus on the few applications that make the most sense.
- Training needs to be done by a dynamic individual who is credible and knows the industry.
- Pay attention to those sales reps that are making the sales.
- Other efficient choices other than ES