Appliance Partner Meeting
Sales Training Resources
Kate Lewis
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Agenda

• Site Overview

• Training Resources
  – Products
  – Campaigns
  – Utilities/EEPS

• The future of ENERGY STAR Training Center
What is the ENERGY STAR Training Center?

• The ENERGY STAR Training Center (ESTC) is a user-friendly and easily navigable microsite that effectively distributes ENERGY STAR training tools and resources to Partners

• ESTC is currently in phase one of a three-phased development
  – Phase 1: Initial design and compilation of all resources
  – Phase 2: Enhancement to include more interactive components and content encompassing additional branches within ENERGY STAR
  – Phase 3: Fully-developed and functional interactive site
Features of the ESTC

• For Partners:
  – Access to training materials
  – Currency of training materials
  – Space to collaborate and exchange ideas with other Partners

• For the ENERGY STAR Program:
  – A framework for ENERGY STAR to replace and update materials
  – Less time spent distributing materials
  – Broad, comprehensive, and consistent training across the ENERGY STAR Program
Benefits of the ESTC

- **EASY**: Access all ENERGY STAR training materials and resources on your own

- **ACCURATE**: The most current training materials to share with sales associates for increasing the sale of ENERGY STAR qualified products and services

- **RELEVANT**: A location for collaboration and idea exchange with other Partners
Accessing the Site

- Easy to remember URL: www.energystar.gov/training
- Users can also navigate to the ESTC from two different locations on energystar.gov
Navigating within the Site

- The ESTC is arranged into three main sections:
  - Products
  - Campaigns
  - Utilities/EEPS

- Each category contains information relevant to the specific ENERGY STAR partner group
The ENERGY STAR Training Center offers training materials covering five product categories:

- Residential Appliances
- Residential HVAC Equipment
- Residential Lighting Products
- Home Electronics/Office Equipment
- Commercial Food Service Equipment
- Vending Machines
Types of Training Materials available on the ESTC

The ESTC presents a variety of training materials for products in each of the product categories.
Residential Appliances

Information on the following appliance categories is presented on an Appliances page:

- Clothes Washers
- Dishwashers
- Refrigerator/Freezers
- Room Air Conditioners
- Room Air Cleaners
- Dehumidifiers
Residential HVAC Equipment

Materials covering the following categories are presented in the HVAC page to help retailers, vendors and sales staff communicate effectively to consumers about the benefits of purchasing HVAC products that have earned the ENERGY STAR:

- Ceiling fans
- Dehumidifiers
- Programmable thermostats
- Room Air Conditioners
Residential Lighting

• In the Lighting Products section sales training tools are organized into sub-sections by Partner type (i.e. audience)
• Audiences include:
  – Lighting Showrooms
  – Electrical Distributors
  – New Construction
  – Lighting Product Manufacturers
  – Do-it-Yourself
• Some of the products covered in these sub-sections include:
  – Ceiling Fans
  – Compact Fluorescent Light Bulbs (CFLs)
  – Advanced Lighting Package (ALP)
  – Residential Light Fixtures
Home Electronics/Office Equipment

This Section of the ESTC contains materials that will help sales associates understand how to make ENERGY STAR a strong selling point for qualified home electronics, office equipment and water coolers

- Sales Training Presentations
- Fact Sheets
Commercial Food Service Products

• ESTC features a training presentation for food service equipment dealers and distributors showing the benefits of commercial food service equipment that has earned the ENERGY STAR

• This presentation is designed to be modified by foodservice equipment manufacturer partners with information specific to their qualifying models:
  – Hot Food Holding Cabinets
  – Steam Cookers
  – Fryers
  – Refrigeration (Refrigerators, Freezers, and Refrigerator-Freezers)
The ENERGY STAR Training Center (ESTC) provides access to training materials that will help you make the most of your participation in the Program’s *national campaign initiatives*

- Appliances
- Cooling: Cool Your World
- Lighting: Change a Light, Change the World
- Home Electronics
Appliances

• Each Spring, Partners team up to encourage consumers to protect the environment, save energy, and save money by replacing old, inefficient appliances with models that have earned the ENERGY STAR

• For each of the following appliance categories, ESTC features materials designed to help communicate the benefits of purchasing appliances that have earned the ENERGY STAR
  – Clothes Washers
  – Dishwashers
  – Refrigerators/Freezers
  – Room Air Conditioners
Cooling: The Cool Your World Campaign

- During the summer months ENERGY STAR retail, manufacturer, and utility/EEPS (Energy Efficiency Program Sponsors) participate in a national campaign to encourage homeowners to cool their homes smartly with products that have earned the ENERGY STAR.

- The ESTC Cool Your World section contains information on a number of cooling products:
  - Ceiling Fans
  - Dehumidifiers
  - Programmable Thermostats
  - Room Air Conditioners
Lighting: The *Change a Light, Change the World* Campaign

- During October and November EPA collaborates with ENERGY STAR retail, manufacturer, and utility/EEPS partners through this national campaign to demonstrate the financial and environmental benefits ENERGY STAR qualified lighting.

- The ESTC features tools relevant to each of the following lighting categories:
  - Ceiling Fans
  - Compact Fluorescent Light Bulbs (CFLs)
  - Residential Light Fixtures
Home Electronics

• Throughout the year (with an emphasis on the holiday and gift-giving season), EPA and its Partners work together to increase consumer awareness and understanding of the environmental benefits of choosing home electronics products that have earned the ENERGY STAR

• ESTC features tools relevant to products associated with this campaign
  – Home Electronics
    • Televisions
    • DVD Players
    • Digital Video Recorders
    • Home Audio Equipment
    • Cordless Telephone Products
    • VCRs
  – Office Products
    • Computers
    • Monitors
    • Copiers
    • Faxes
    • Scanners
    • Multifunction Devices
ESTC for Utilities/EEPS (Energy Efficiency Program Sponsors)

The ESTC provides links to product information and best practices in retail training materials for its vital Utilities & EEPS Partners

- Training Overview
- Training Resources
Training Resources for Utilities/EEPS

- ESTC offers a unique forum for Utilities/EEPS partners to share tools and best practices for retail sales associate training

- Training Resources include:
  - Utilities/EEPS partner web sites that offer training resources
  - Market reports from Utilities/EEPS partners
  - ENERGY STAR training materials by product category
Moving forward, the ESTC will evolve during two additional development phases:

– **Phase 2:** Enhanced to include more interactive components and extended to encompass additional ENERGY STAR branches (Homes, C&I, etc.)
  - Include keyword search capabilities
  - Ability to ‘forward to a friend’
  - Include an archive section

– **Phase 3:** Fully developed functional/interactive site
  - Interactive quizzes and functions
  - Message boards to facilitate information sharing
  - Case Studies