



ENERGY STAR TRAINING CENTER



*Appliance Partner Meeting
Sales Training Resources
Kate Lewis
September 26, 2006*



- 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

This screenshot shows the 'Main Partner Resource Page' on the ENERGY STAR website. The page features a blue header with the ENERGY STAR logo, a search bar, and navigation links for PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUSINESS IMPROVEMENT, and PARTNER RESOURCES. The main content area is titled 'Partner Resources' and includes sections for Manufacturers & Retailers, Utilities/EEPS, Service & Product Providers, Businesses, Small Businesses, and HVAC Contractors. A red circle highlights the 'Training Resources: ENERGY STAR University' link in the Utilities/EEPS section.

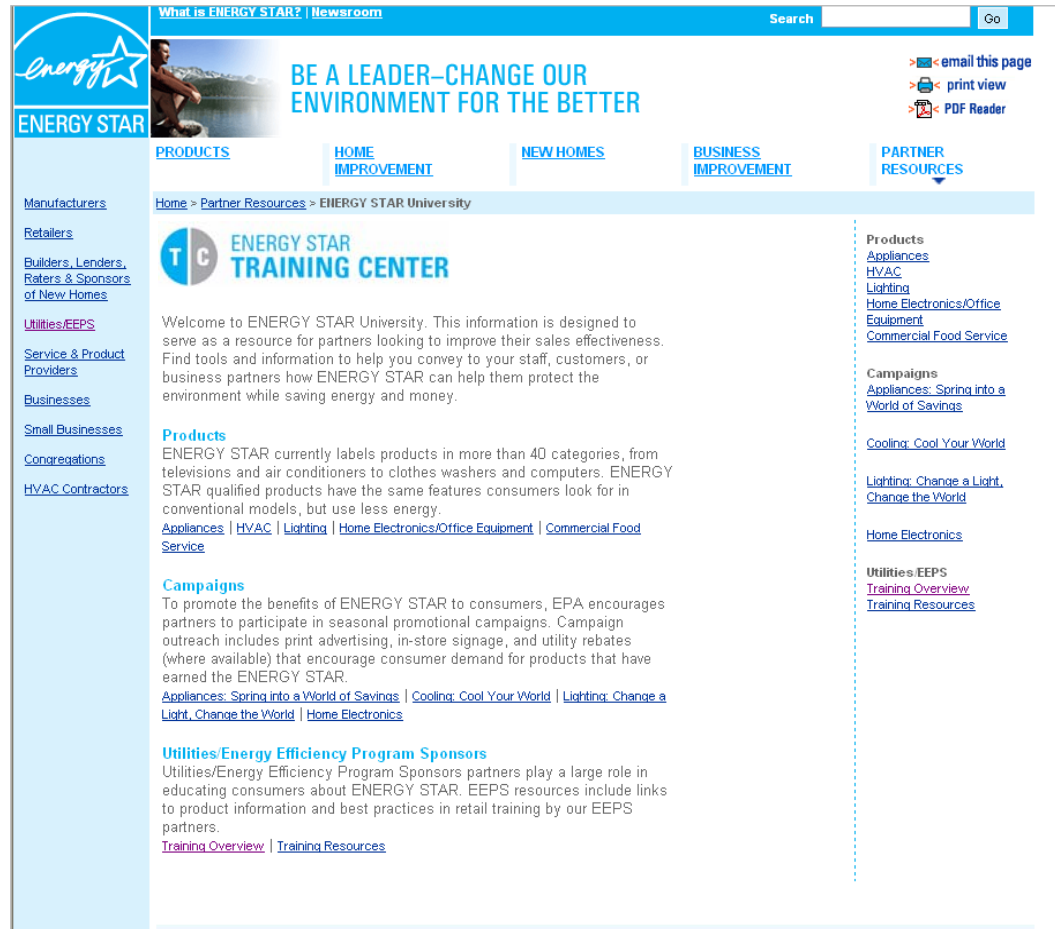
Main Partner Resource Page

This screenshot shows the 'Utilities & EEPS Resource Page' on the ENERGY STAR website. The page features a blue header with the ENERGY STAR logo, a search bar, and navigation links for PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUSINESS IMPROVEMENT, and PARTNER RESOURCES. The main content area is titled 'Utility and Regional Energy Efficiency Program Sponsors (EEPS) Resources' and includes sections for Manufacturers, Retailers, Utilities/EEPS, Service & Product Providers, Businesses, Small Businesses, and HVAC Contractors. A red circle highlights the 'Training Resources: ENERGY STAR University' link in the Utilities/EEPS section.

Utilities & EEPS Resource Page

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 screenshot shows the ENERGY STAR Training Center website. The header includes the ENERGY STAR logo, a search bar, and navigation links like 'What is ENERGY STAR?' and 'Newsroom'. The main content area is titled 'BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER' and features a large image of a person sitting on a bench. Below this, there are several navigation tabs: 'PRODUCTS', 'HOME IMPROVEMENT', 'NEW HOMES', 'BUSINESS IMPROVEMENT', and 'PARTNER RESOURCES'. The 'PRODUCTS' tab is selected, leading to a page titled 'ENERGY STAR TRAINING CENTER'. The page content includes a welcome message, a 'Products' section with links to various product categories (Appliances, HVAC, Lighting, Home Electronics/Office Equipment, Commercial Food Service), a 'Campaigns' section with links to seasonal promotional campaigns (Spring into a World of Savings, Cool Your World, Change a Light, Change the World, Home Electronics), and a 'Utilities/Energy Efficiency Program Sponsors' section with links to training resources (Training Overview, Training Resources).



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

Pocket Cards



ENERGY STAR® QUALIFIED
ROOM AIR CONDITIONERS

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

What makes an ENERGY STAR qualified room air conditioner so efficient?

- > Improved insulation
- > More efficient motors and compressors
- > Some models have timers that allow more control over energy usage

ENERGY STAR qualified room air conditioners:

- > Are at least 10% more efficient than standard models
- > Can save on average \$7 a year and over \$70 over the product's life

Sales Training Presentations

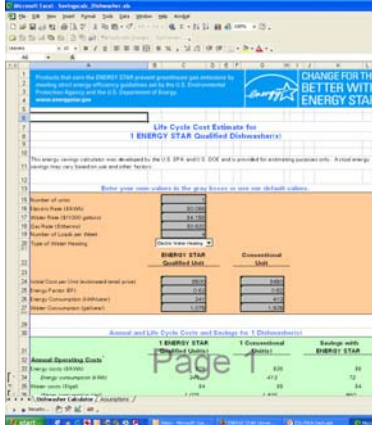


ENERGY STAR®
SALES ASSOCIATE TRAINING




REFRIGERATORS

Calculators



Page 1

Fact Sheets



CHANGE FOR THE BETTER WITH ENERGY STAR

ENERGY STAR Qualified Programmable Thermostats
How to Promote Products AND Energy-Efficiency

What is ENERGY STAR?
ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 40 different categories that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy solution to energy supply and cost concerns.

What qualifies a programmable thermostat for the ENERGY STAR?
Programmable thermostats that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

Why sell ENERGY STAR qualified programmable thermostats?
They are **Quality Products**. Programmable thermostats that have earned the ENERGY STAR are tested to assure energy savings. Qualification does not interfere with product warranty requirements.

100% Non-Energy Benefits. ENERGY STAR qualified programmable thermostats allow different temperatures to be set at different times of the day to maximize comfort and savings. They may also be capable of controlling one or more zones of a conditioned space.

That Customers Are Asking For. More than 80 percent of consumers recognize ENERGY STAR as the symbol for energy efficiency. Many of your retailers carry other ENERGY STAR qualified products.

ENERGY STAR qualified
programmable thermostats have a



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)



ENERGY STAR®
FOR FOOD SERVICE OPERATORS



Commercial Food Service Equipment

- Save Time
- Save Money
- Serve More



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