

# ENERGY STAR® Sales Associate Training

## Light Bulbs



April 2020



## 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 LED light bulb.
- Address customer questions or concerns regarding ENERGY STAR certified LED bulbs.
- Explain ENERGY STAR certified LED bulbs features and benefits to diverse customers.



## What is ENERGY STAR?



**ENERGY STAR<sup>®</sup> 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
- Help prevent climate change



## ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

More than **90 percent** of Americans **recognize** the ENERGY STAR label.

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

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





## Your Opportunity: ENERGY STAR Certified LED Light Bulbs

LED lighting is changing the way Americans illuminate their homes, and ENERGY STAR is at the heart of the transition.

### Quality ENERGY STAR certified LED light bulbs are more affordable than ever.

- Right now, ENERGY STAR certified LED bulbs can be found for **under \$4 each** in retailers all across the country.
- Utilities across the nation provide rebates in major retail stores. A customer can purchase the common 60-watt equivalent ENERGY STAR light bulb with the latest LED technology for **approximately half that price** in certain areas of the country.
- Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.



## ENERGY STAR Certified LED Light Bulb = Quality + Performance

1. **The right brightness.** Bulbs that earn the ENERGY STAR meet minimum light output requirements to ensure you get as much light (lumens) as the claims on the package.
2. **Color quality that lasts.** Poor-quality LED lighting can fade dramatically, degrade, or turn green if not properly designed. Bulbs that have earned the ENERGY STAR are subject to six different requirements for color to ensure they deliver consistent color over their long lifespans.
3. **Lasting performance.** ENERGY STAR certified LED bulbs undergo at least 3,000 hours of testing to support those long life claims of 15+ years.
4. **Rigorous testing.** ENERGY STAR certified LED light bulbs are tested and evaluated against more than 20 attributes to deliver on quality performance and consumer expectations.
5. **Longer warranty than most electronics.** ENERGY STAR LED lighting products carry a minimum three-year warranty.



## ENERGY STAR Certified LED Light Bulb Facts

- ENERGY STAR certified LED bulbs use up to **90% less energy** than incandescent bulbs, **last at least 15 times longer**, and **save \$50** in energy bills over their lifetime.
- A single ENERGY STAR LED bulb that costs \$5 or below will pay for itself in **less than a year**.





## Customer asks which bulb will replace this one?

Show

An ENERGY STAR LED bulb similar to the one in their hand by:

- Shape
- Brightness
- Color
- "These are the newest light bulbs and they come in the shape you are looking for."
- "With LED light bulbs, we look at lumens for the brightness."
- "Depending on the application, it comes in a few colors - warm white, cool white or daylight."
- "Most general purpose bulbs are 800 lumens and have a 2700K color."

Tell

| HOW MUCH LIGHT DO I NEED?      |  |
|--------------------------------|--|
| Old Incandescent Bulbs (Watts) | ENERGY STAR Bulb Brightness (Minimum Lumens) |
| 40                             | 450  |
| 60                             | 800  |
| 75                             | 1,100  |
| 100                            | 1,600  |
| 150                            | 2,600  |

CHOOSING THE RIGHT COLOR

|  |  |  |
|--|--|--|
| <p><b>Soft White, Warm White</b><br/>The standard color of incandescent bulbs.</p> | <p><b>Neutral White, Cool White</b><br/>Good for kitchens and work spaces.</p> | <p><b>Daylight</b><br/>Good for reading.</p> |
| 2200K  | 3000K  | 3500K  |
|  | 4100K  | 5000K  |
|  |  | 6500K  |



## Customer asks for a dimmable bulb?

Show

- A dimmable ENERGY STAR LED bulb based on what they need by shape, brightness and color.
- Dimmable switches that match the bulb.

Tell

- “Dimmable certified LED bulbs dim to 20% of full brightness and come with a 3-year warranty.”
- “Dimmable ENERGY STAR LED lighting products list compatible dimmers on the packaging or website.”



Most ENERGY STAR certified LED bulbs are **DIMMABLE**.  
Check out the package to be sure.  
Visit the manufacturer-provided URL  
for a list of recommended **DIMMERS**.





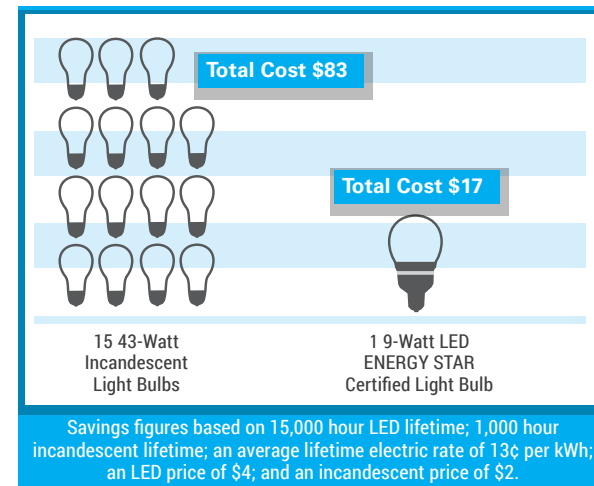
## Is your customer concerned about the environment or safety?

Listen

- I don't want mercury in my bulb.
- I have to climb a ladder to replace this bulb.

Tell

- "ENERGY STAR LED bulbs do not have mercury in them."
- "These efficient bulbs are long-lasting, which makes them a great choice for areas that are difficult to access such as high ceilings and would be fewer replacements."
- "ENERGY STAR is the simple choice: **save energy, save money,** and **help protect the climate.**"





## Have a customer focused on saving money?

Listen

- I would like the cheapest bulb.
- Energy-saving bulbs are expensive.



Tell

- “ENERGY STAR LED bulbs are more affordable than ever, under \$4 and there are many local utility rebates available to instantly reduce the price.”
- “A single LED bulb that has earned the ENERGY STAR can save \$5 in electricity costs annually and it can pay for itself in less than a year.”
- A single light bulb that has earned the ENERGY STAR can save over **\$55 in electricity costs over its lifetime.**”



## Have a customer who had a bad experience with efficient bulbs?

Listen

- I don't want the curly ones.
- I don't want to wait for it to warm up.
- The light was too harsh.
- The light was not bright enough.
- I don't want the bluish light.

Tell

- "Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised."
- "ENERGY STAR LED bulbs are instant-on."
- "The certified bulbs come in varying colors of white - warm, cool and daylight - that fit your preferences."
- "LED brightness ranges from dim to extremely bright task lighting that can fill up an entire room."

## Tell Your Customer About the Wide Variety of ENERGY STAR Lighting Products!

There are over 10,000 certified LED light bulbs. They come in many shapes, brightness and colors.

|                      |  | BULB TYPES   |            |            |            |
|----------------------|--|--------------|------------|------------|------------|
| TABLE OR FLOOR LAMPS |  | <br>STANDARD |            |            |            |
| PENDANT FIXTURES     |  | <br>STANDARD | <br>GLOBE  | <br>MR16   | <br>CANDLE |
| CEILING FIXTURES     |  | <br>STANDARD | <br>CANDLE |            |            |
| CEILING FANS         |  | <br>STANDARD | <br>CANDLE |            |            |
| WALL SCONCES         |  | <br>STANDARD | <br>GLOBE  | <br>CANDLE |            |
| RECESSED CANS        |  | <br>MR16     | <br>SPOT   | <br>FLOOD  |            |
| ACCENT LIGHTING      |  | <br>MR16     | <br>SPOT   |            |            |



## Show your customers how to choose the right bulb for their home with the Choose a Light mobile ready online tool.

# CHOOSE A LIGHT GUIDE

**Looking to replace a light bulb?**

Here's how in three easy steps:

1. Choose the shape
2. Choose the color
3. Choose the brightness

[FIND YOUR LIGHT BULB](#)

### Why Choose ENERGY STAR?

- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent climate change

### CHOOSE A LIGHT GUIDE

1. Choose the shape
2. Choose the color
3. Choose brightness
4. Get your results

### What shape lightbulb?

ENERGY STAR LED bulbs come in a range of shapes and sizes to fit every fixture. Choose one of the most common types below.

Type: Standard Shape (A19)  
Most commonly used, standard shape. Often used in table lamps and other general-purpose applications.

Select your lightbulb.

BACK  PROGRESS  NEXT

Visit [energystar.gov/choosealight](http://energystar.gov/choosealight)

## Questions?

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

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

