ENERGY STAR Showroom Success:
Premier Lighting
ENERGY STAR Showroom Success: Premier Lighting
ENERGY STAR Showroom Success: Premier Lighting

Premier Lighting: Displaying the ENERGY STAR Difference to Customers — An ENERGY STAR Lighting Showroom Project

Acting on the demand for energy-efficient lighting, Linda Pavlock, owner of Premier Lighting, Santa Barbara, California, expanded her clientele, increased sales by 25% to 50% per fixture, and improved customer satisfaction. She accomplished all this by becoming part of a growing movement to stock, display, and sell ENERGY STAR qualified lighting fixtures in her showroom. According to Linda, "ENERGY STAR has made selling energy-efficient lighting easier. My sales and profits are growing and the products tell themselves!"

Reassuring and Satisfying Customer Demand
Linda is capitalizing on the growing demand for energy-efficient residential lighting. There is an increasing number of customers visiting her store looking for high-quality, attractive, energy-efficient fixtures. With California's energy crisis bringing building efficiency into focus, inspectors have finally begun a "full entitlement" campaign of the Title 24 requirements for lighting energy efficiency in homes.

"We don't have to sell the ENERGY STAR lighting to customers, the lights sell themselves!" — Linda Pavlock, owner, Premier Lighting

A year ago, Linda knew that this was the highest area of potential growth for her business, and so she decided to join the ENERGY STAR/ADA pilot program. Her first experience with selling ENERGY STAR qualified fixtures proved extremely successful, with customers showing an "immediate enthusiasm" for the new fixtures on display.

With over 100 ENERGY STAR qualified fixtures and new lines on display in specific designated areas, Premier Lighting's sales continue to grow. Linda prepared herself for a boom in business by choosing a wide variety of ENERGY STAR qualified fixture styles and finishes.

A key to Premier Lighting's success was introducing the showroom to a growing market for energy-efficient residential lighting. As a result, Premier Lighting's sales increased by 50% per fixture. The store began to experience an immediate interest in the high-quality products they sold at Premier Lighting from brands like Kichler and Sea Gull Lighting.

The ENERGY STAR certificates proved to be a major event that helped Premier Lighting identify new markets for high-quality lighting. As a result of hosting the ENERGY STAR showcase, Premier Lighting received recognition and business from a large wholesaler, who later purchased 200 ENERGY STAR qualified fixtures for a new development.

Securing High Customer Satisfaction & Profits
Lighting fixtures earn the ENERGY STAR based on their high quality and energy efficiency. As a result, they easily stand apart from other fixtures on display. This is why Premier Lighting utilized side-by-side comparisons between ENERGY STAR qualified lighting and other fixtures. Linda notes that the "superiority of ENERGY STAR fixtures is immediately apparent to the customer when they compare them to non-ENERGY STAR fixtures." Also, with a price difference of $20 to $30 per fixture, there are increased profits in every ENERGY STAR sale.

"When given a side-by-side comparison, customers always choose the ENERGY STAR," says Linda.

Complacing the quality of ENERGY STAR qualified fixtures was easy for Premier Lighting's customers. Many homeowners came into the showroom unaware that energy-efficient fixtures could be elegant and stylish. One customer came into the store and saw a fixture that had just been pulled from the showroom. "We dug it in and bought it," the customer stated, "It matches everything in our house, and looks great!" The customer ordered four without even asking the price. Linda also comments that "when customers are aware of the two-year extended warranty, they always choose the ENERGY STAR fixtures!"

Helpful Tips and Sales Tips:
- Create a dedicated ENERGY STAR department to display ENERGY STAR qualified lighting.
- Use the well-recognized ENERGY STAR mark to help promote the showroom.
- Train your sales team to educate customers about the benefits of ENERGY STAR qualified lighting.
- Stock a large selection of ENERGY STAR qualified fixtures to provide products for all applications.
- Establish good relationships with ENERGY STAR manufacturers, so you can easily order additional ENERGY STAR models and take advantage of available products.
- Advertise your ENERGY STAR products through local media.
- Keep abreast of state or local utility rebates for ENERGY STAR qualified lighting and communicate these incentives to end-users, builders, and contractors.

For More Information:
For more information on the business opportunities of selling ENERGY STAR, contact Jeffrey Schwartz, S&D Consulting, at (619) 423-5583, or by e-mail at jschwartz@sandconsulting.com.