

ENERGY STAR TRAINING CENTER

Jocelyn Spielman, The Cadmus Group
Lighting Partner Meeting

March 13, 2007

Agenda

- Training Support
- Training Center Site Tour
- Early Site Results
- Future Training Opportunities

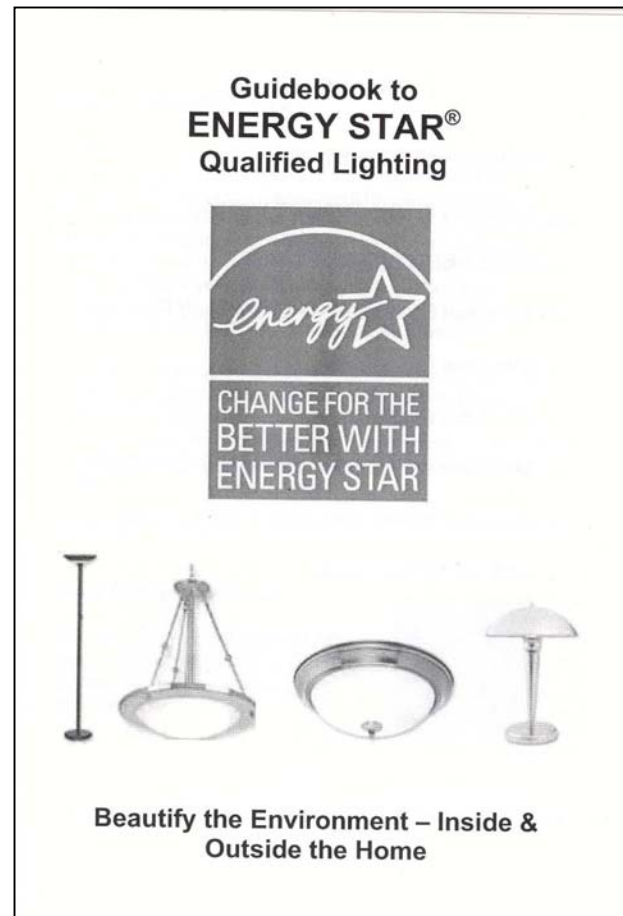


- ENERGY STAR is dedicated to providing partners with training support
 - Customized and relevant individual support
 - General turn key materials at energystar.gov/training
 - Coordinated campaign support (e.g., resource pages for ENERGY STAR Change a Light, Change the World)
 - Broader events like Lighting Partner Meeting (CFL 101)

Example: Lighting Brochure



- Good Earth Lighting and National Vendor Services Brochure reached 1,500 sales reps





What is the ENERGY STAR Training Center?

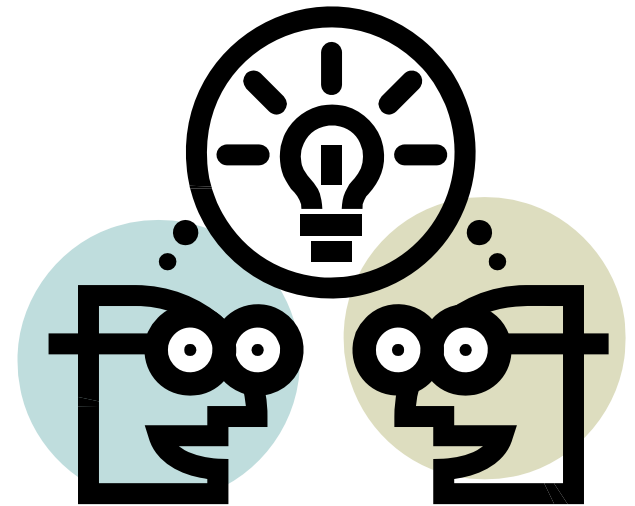
- Online
- Product-based materials
- New!





What does the Training Center offer?

- For Partners:
 - Easy access
 - Current training materials
 - Exchange ideas with other Partners
- For ENERGY STAR:
 - Provides training framework
 - Time/resource savings
 - Consistency





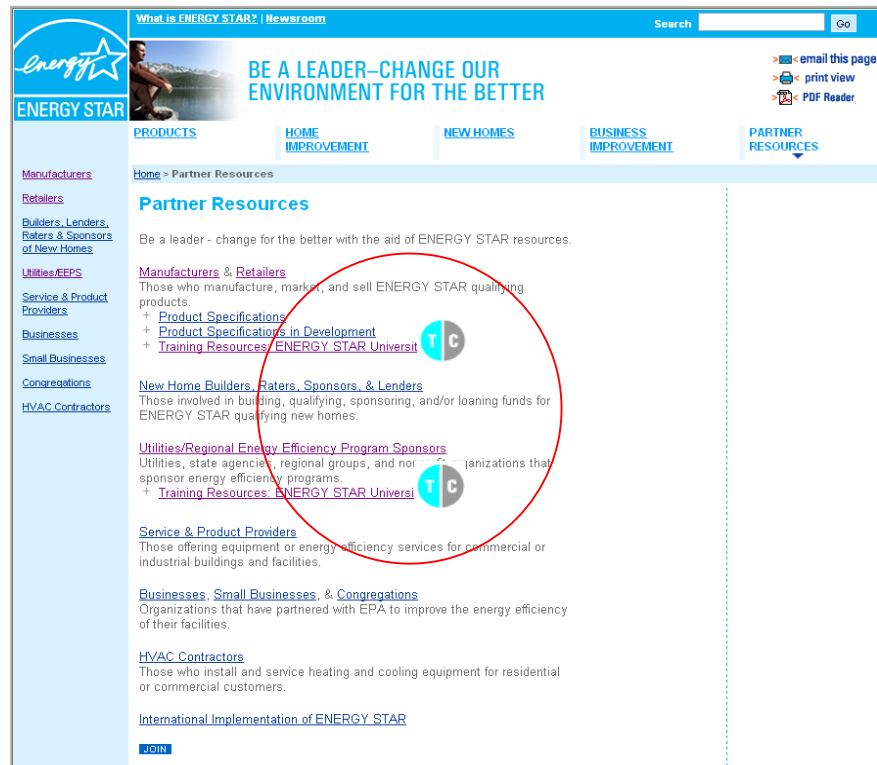
Why should you visit the Training Center?

- **EASY**...few clicks away
- **ACCURATE**...most current training materials
- **RELEVANT**...we hope!



How can you find the Training Center?

- <http://www.energystar.gov/training/>
- Partner Resource Page
- Look for the icon





- Arranged into three main sections:

- Products
- Campaigns
- Utilities/EEPS

The screenshot displays the Energy Star Training Center website. The header includes the Energy Star logo, a search bar, and navigation links for 'What is ENERGY STAR? | Newsroom'. The main navigation bar features links for 'PRODUCTS', 'HOME IMPROVEMENT', 'NEW HOMES', 'BUSINESS IMPROVEMENT', and 'PARTNER RESOURCES'. The left sidebar lists various partner categories: Manufacturers, Retailers, Builders, Lenders, Raters & Sponsors of New Homes, Utilities/EEPS, Service & Product Providers, Businesses, Small Businesses, Congregations, and HVAC Contractors. The main content area is titled 'BE A LEADER-CHANGE OUR ENVIRONMENT FOR THE BETTER' and includes a welcome message, a 'Products' section describing ENERGY STAR labeling, a 'Campaigns' section about seasonal promotions, and a 'Utilities/Energy Efficiency Program Sponsors' section. The right sidebar provides additional links for 'Products' (Appliances, HVAC, Lighting, Home Electronics/Office Equipment, Commercial Food Service), 'Campaigns' (Appliances: Spring into a World of Savings, Cooling: Cool Your World, Lighting: Change a Light, Change the World, Home Electronics), and 'Utilities/EEPS' (Training Overview, Training Resources).



- Residential Lighting Products
 - Showrooms
 - Manufacturers
 - Do-it-Yourself
- Residential HVAC Equipment
- Residential Appliances
- Home Electronics/Office Equipment
- Commercial Food Service Equipment

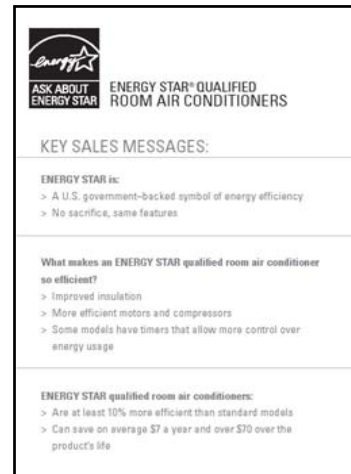




Offers turn-key and customizable training materials for each product category:

- Pocket Cards
- Presentations
- Calculators
- Fact Sheets

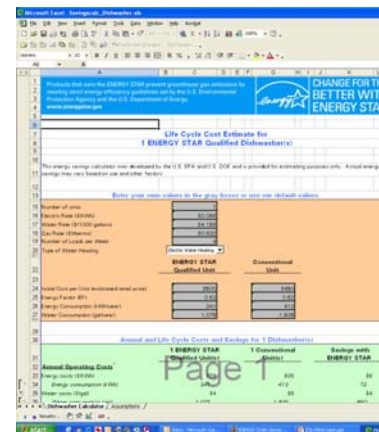
Pocket Cards



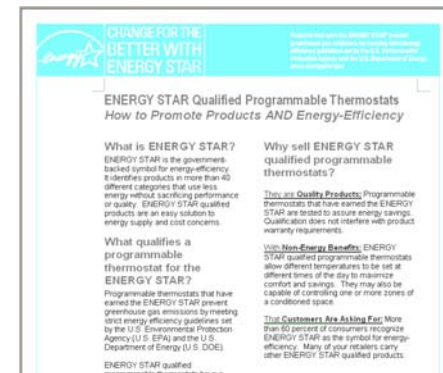
Sales Training Presentations



Calculators



Fact Sheets





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***

For ENERGY STAR Change a Light, Change the World communicate the benefits of purchasing residential lighting products that have earned the ENERGY STAR:

- Interior and Exterior Fixtures
- CFLs
- Ceiling Fans with lighting



How can I find lighting training information in advance of ENERGY STAR Change a Light, Change the World?

- Visit <http://www.energystar.gov/training/lighting>
- Find materials to help train sales people about ENERGY STAR and your latest products
 - Pocket Card for CFLs and Fixtures
 - Sell Sheets and Calculators



What do the pocket cards look like?



ENERGY STAR® QUALIFIED QUALIFIED LIGHT FIXTURES

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > A label earned by products that prevent air pollution by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and U.S. Department of Energy

ENERGY STAR qualified light fixtures:

- > 2/3 less energy (than standard incandescent fixtures)
- > Come with long-lasting pin-based bulbs that only have to be replaced once every 7 years on average
- > Offer automatic daylight shut-off and motion-sensing features on outdoor fixtures
- > Generate 70% less heat than incandescent light fixtures
- > Are designed to be stylish and energy efficient

Replace the five most frequently used light fixtures in your home or the light bulbs in them with ENERGY STAR qualified ones, and you could save more than \$60 each year in energy costs.

CUSTOMER FAQs:



Why are ENERGY STAR qualified fixtures more expensive?



Qualified fixtures are actually less expensive in the long run. What you are save over time in energy and bulb replacement costs can more than make up for the difference in the up-front cost.



Don't fluorescent bulbs flicker and give off an odd color light?



To earn the ENERGY STAR, bulbs cannot flicker or take longer than one second to turn on. The light from ENERGY STAR qualified fixtures generally mirrors that of soft white incandescent bulbs. Manufacturers back up their ENERGY STAR qualified fixtures with a 2-year warranty.

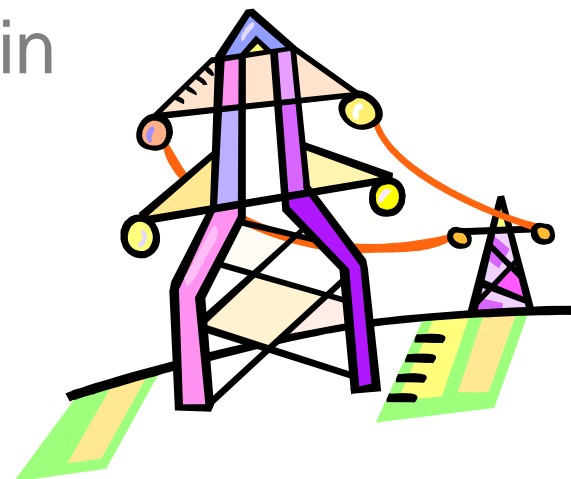


For more information, visit www.energystar.gov



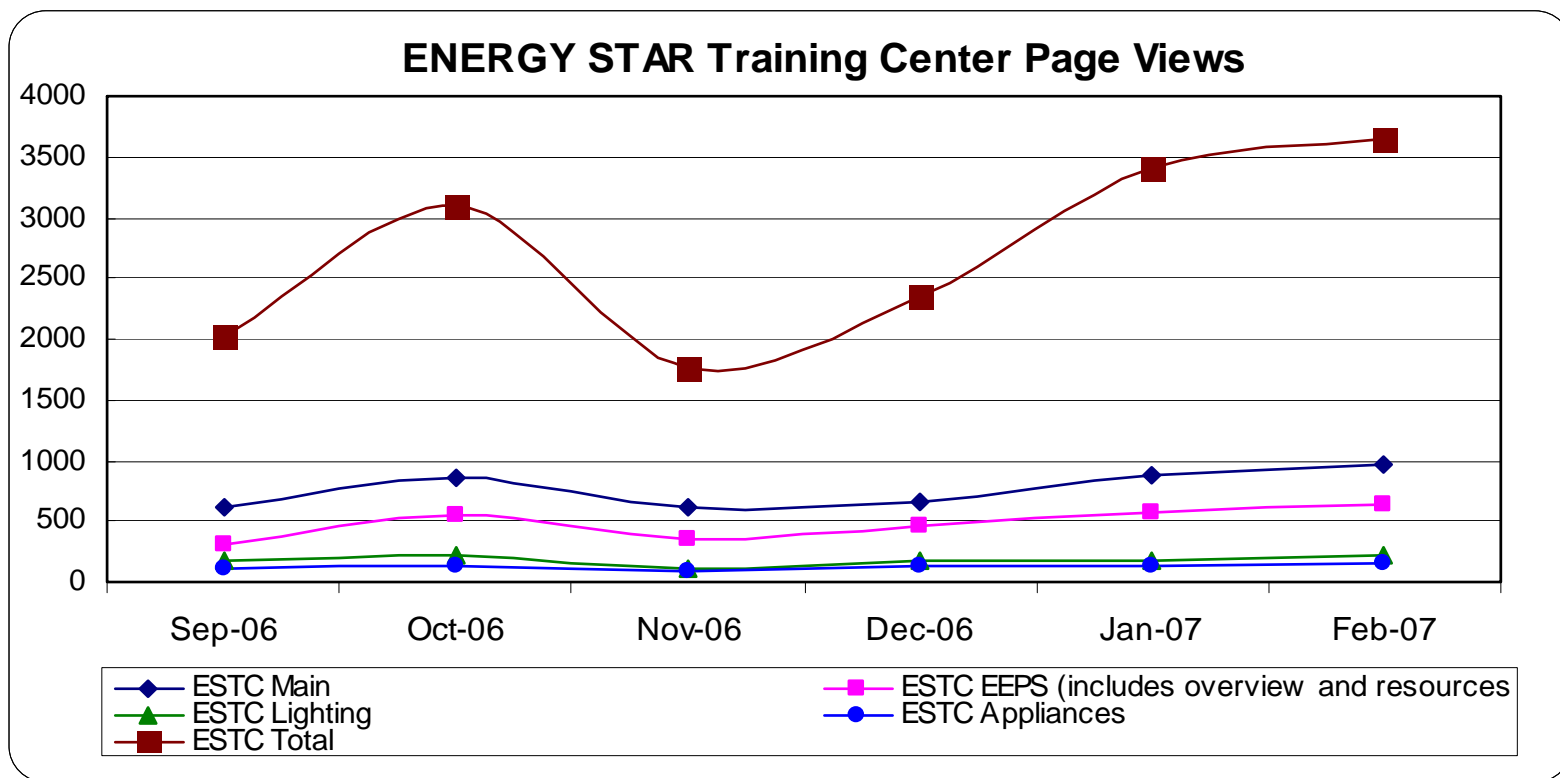
How can I find out what training strategies and materials EEPS use as a part of their retail training on ENERGY STAR qualified products?

- Provides links to Utility/EEPS program sites for product information and best practices in retail training materials
 - Training Overview
 - Training Resources





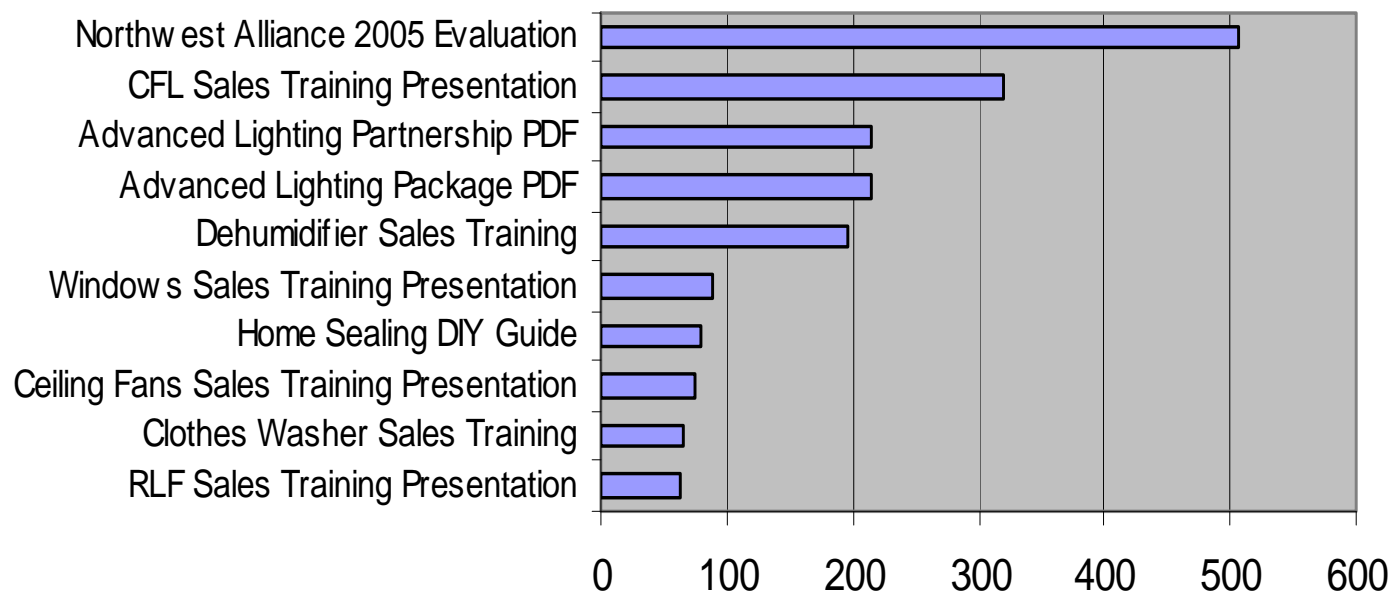
Are people finding and visiting the Training Center?





What materials are people downloading most?

Top 10 Materials Downloaded - Cumulative





- Phase 2:
 - Interactive components; improved coordination with EEPs sites
 - Extended to cover additional areas of ENERGY STAR (Homes, C&I, etc.)
- Phase 3:
 - Enhanced functionality and interactivity



Visit the ENERGY STAR Training Center to help you maximize your sales potential. It's:

- **EASY:** Access relevant ENERGY STAR training materials and resources on your own with relative ease
- **ACCURATE:** Find the most current training materials for increasing the sale of ENERGY STAR qualified products and services
- **RELEVANT:** Exchange and collaborate ideas with other Partners

www.energystar.gov/training/lighting

Future Training Support



- Customized Opportunities
- New Topics of Interest
- Comments/feedback

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