



# ENERGY STAR® Sales Associate Training

## Room Air Conditioners



August 2016

## Objectives

### By the end of this training, you will be able to:

- Help customers understand the opportunity to reduce energy use and improve comfort by purchasing an ENERGY STAR certified room air conditioner.
- Address customer questions or concerns regarding ENERGY STAR certified room air conditioners.
- Explain ENERGY STAR certified room air conditioner features and benefits to diverse customers.
- Understand the opportunity you have to increase the average room AC ticket price through ENERGY STAR certified room air conditioners.



## What is ENERGY STAR?



**ENERGY STAR® 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
- Save the environment



## Why ENERGY STAR Matters to Your Customers

### Energy & Cost Savings

- ENERGY STAR certified products save money!
- Reduced energy use = lower energy bills, saving you money

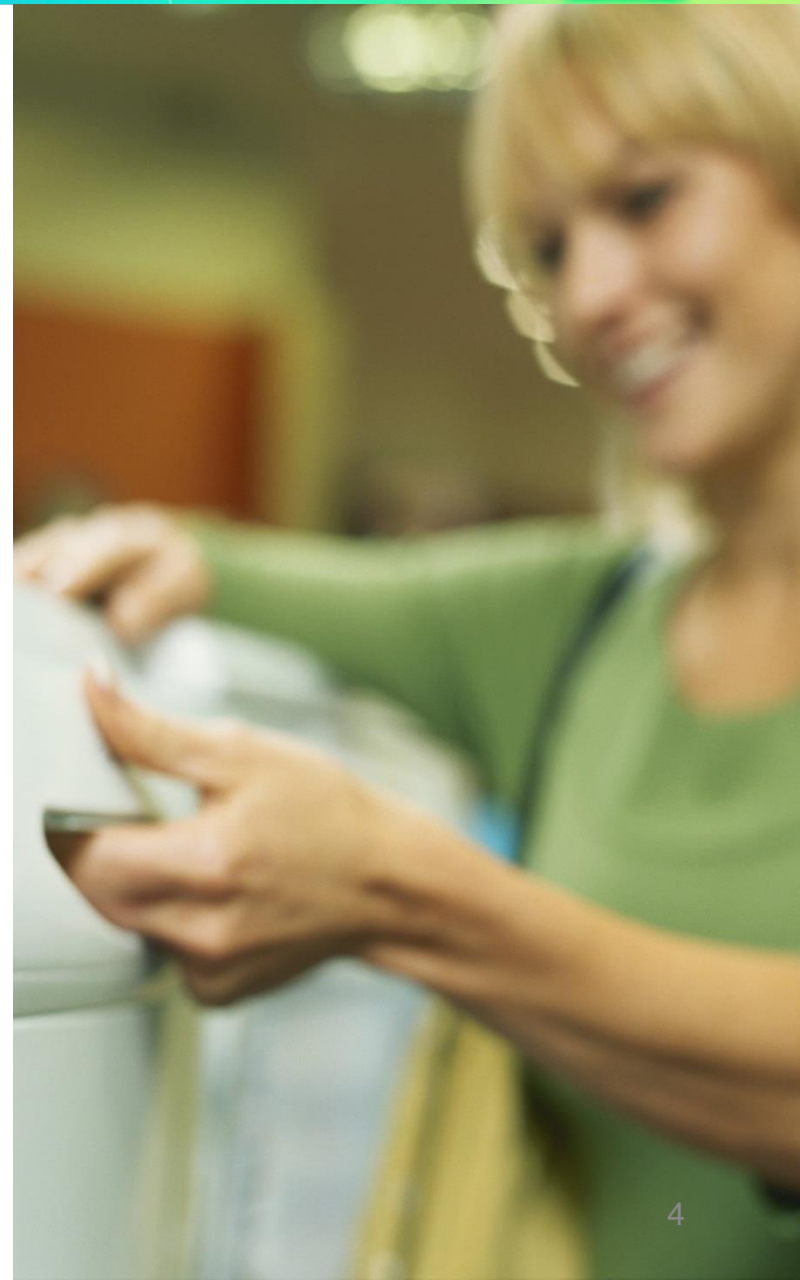
### Product differentiation

- ENERGY STAR certified appliances incorporate advanced technologies and high-efficiency features

### Social Value

- ENERGY STAR helps your customers be environmentally responsible
- Saving energy helps prevent climate change by reducing greenhouse gas emissions

Help your customers make **smart purchases** to build customer loyalty and increase sales!





## How Saving Energy Helps Protect the Environment

- The **power of the individual** makes a difference!
- ENERGY STAR is **the environmental choice that provides energy savings without compromising performance** or comfort.
- ENERGY STAR is **a government-backed symbol** that means labeled products have been independently certified to use less energy than comparable products and reduce greenhouse gas emissions.





## ENERGY STAR Sales Value

Consumer awareness and desire for efficiency savings are high.

Approximately **half (46%) of U.S. households knowingly purchased** an ENERGY STAR certified product in the past year.

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

- **About 77 percent** reported the label as **influential** in their purchasing decision;
- About **77 percent** reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.



## ENERGY STAR Appliances

- **Room Air Conditioners**
- Clothes Washers\*
- Clothes Dryers
- Refrigerator-freezers\*
- Freezers
- Dishwashers\*
- Dehumidifiers
- Room Air Cleaners/Purifiers

\* ENERGY STAR Most Efficient 2017 recognition available



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## The Opportunity: ENERGY STAR Certified Room Air Conditioners

### For You:

- High customer demand for improved cooling and increased efficiency during spring and summer
- ENERGY STAR certified room air conditioners add incremental value for retailers by:
  - Increasing sales through promotion of improved insulation materials and efficiency benefits of certified models.

### For Your Customer:

- Help your customers save energy and improve comfort with ENERGY STAR certified room air conditioners with proper sizing and installation.
- Many utilities and energy efficiency program sponsors offer rebates on the purchase of new room air conditioners and proper recycling of old models.





## What Makes an ENERGY STAR Certified Room Air Conditioner?

- Increased savings
- Improved technology and features
- A commitment to protecting the environment

Room air conditioner efficiency is measured by the combined energy efficiency ratio (CEER). The higher the CEER, the more efficient the product. **Features that contribute to the efficiency of room air conditioners include:**

- High-efficiency compressors
- High-efficiency fan motors
- Improved heat transfer surfaces

ENERGY STAR certified models also have insulation and installation requirements to minimize costly and uncomfortable air leaks. For more information on the efficiency levels needed to qualify for ENERGY STAR certification, see the ENERGY STAR Room Air Conditioner [Program Requirements](#):

The ENERGY STAR label recognizes a selection of highly efficient room air conditioner models from more than 20 manufacturers.

## ENERGY STAR Certified Room Air Conditioners

- ENERGY STAR certified room air conditioners use about 10 percent less energy than conventional models and on average **cost less than \$70 per year** to run.
- If all room air conditioners sold in the United States were ENERGY STAR certified, the **energy cost savings would grow to more than \$350 million each year** and about 6 billion pounds of annual greenhouse gas emissions would be prevented, **equivalent to the emissions from more than 570,000 vehicles.**



## It is so hot outside and you have a customer thinks they need the biggest room air conditioner to cool the room quickly.

Show

Your customer the range of room air conditioner capacities and ask your customer the size of the room he is cooling.

Tell

Your customer:

- “**Bigger is not always better.** An oversized unit is less effective and wastes energy.”
- “If the unit is too large, it will cool the room quickly, but only remove some of the humidity. This leaves the room with a damp, clammy feeling.”
- “A properly sized unit will remove humidity effectively as it cools, using less energy.”

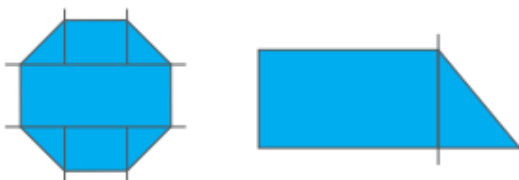


## Buying Guidance for Room Air Conditioners

### DETERMINE WHICH UNIT SIZE IS BEST FOR YOU.

- IF THE ROOM IS SQUARE OR RECTANGULAR, multiply the length of the area by the width.
- IF THE ROOM IS TRIANGULAR, multiply the length of the area by the width and divide by two.

Most rooms can be further divided into these basic shapes to determine the square footage:



If your room is other than square or rectangular, ask your sales associate to help you determine the square footage.

Using the square footage and the chart on the right, determine the correct cooling capacity.

AREA TO BE COOLED (sq. ft.)	CAPACITY NEEDED (btu/hour)
100 to 150	5,000
150 to 250	6,000
250 to 300	7,000
300 to 350	8,000
350 to 400	9,000
400 to 450	10,000
450 to 550	12,000
550 to 700	14,000
700 to 1,000	18,000
1,000 to 1,200	21,000
1,200 to 1,400	23,000
1,400 to 1,500	24,000
1,500 to 2,000	30,000

### MAKE ANY ADJUSTMENTS FOR THE FOLLOWING CIRCUMSTANCES

- IF THE ROOM IS HEAVILY SHADED, reduce the capacity by 10%.
- IF THE ROOM IS VERY SUNNY, increase the capacity by 10%.
- IF MORE THAN TWO PEOPLE REGULARLY OCCUPY THE ROOM, add 600 Btu/hour for each additional person.
- IF THE UNIT WILL BE USED IN A KITCHEN, increase the capacity by 4,000 Btu/hour.

**Note:** Consider where you install the unit. If you are mounting an air conditioner near the corner of a room, look for a unit that can send the air flow in the right direction.



## Demonstrate how your customer can improve comfort and efficiency with an ENERGY STAR model

Show

Your customer that ENERGY STAR certified room air conditioner models come with higher quality insulation materials and installation instructions.

Tell

- Your customer that new ENERGY STAR certified room air conditioners come with **better materials and clearer instructions** to improve sealing and insulation around the unit so costly and uncomfortable air leaks are minimized.
- “Certified models come with tight-fitting side panels, an innovative new design, to provide **increased insulation effectiveness**.”
- “The clear instructions included in the user guide will help you get a tightly sealed installation, offering you the best energy savings and comfort.”

## Do you have a customer interested in greater control over comfort and energy savings?

Listen

- It would be nice to have a model I didn't have to remember to turn off every time I leave the room.
- Can I set the room ac to turn on at a certain time so the room is cool when I get home?

Tell

Your customer

- “ENERGY STAR room air conditioners with smart functionality offer you **greater control over your comfort and your energy savings.**”
- “Certified models with smart functionality have the ability to turn off the unit remotely using your phone or computer, schedule changes to temperature settings based on your needs, and receive feedback on the energy use of the product.
- “These models are also ‘smart-grid ready’, potentially allowing you to take advantage of special energy bill savings programs some local utilities are starting to offer.”







## Is Your Customer Trying to Make a Quick Decision In the Store?

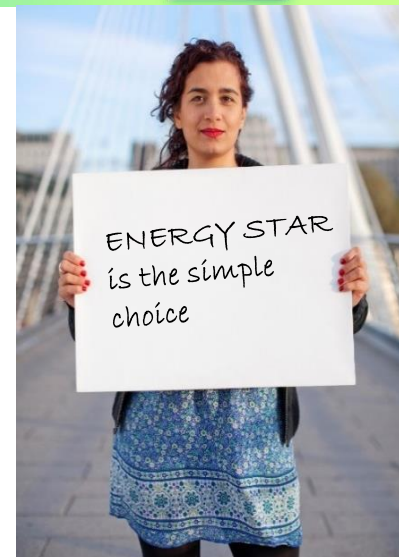
Listen

- I need a new air conditioner because mine just broke and it is hot outside!
- What do you have in the store that is more energy efficient than my old model?

Tell

**Your customers that an ENERGY STAR certified room air conditioner is the simple choice to save energy, save money, and protect the climate:**

- “By choosing an ENERGY STAR certified model and properly sizing and installing your unit, you can enhance the comfort of your home while saving energy. Saving energy helps you save money on utility bills and protect the climate by reducing greenhouse gas emissions.”
- “If all room air conditioners sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to more than \$350 million each year, **preventing about 6 billion pounds of annual greenhouse gas emissions**, equal to those from more than 570,000 vehicles.”





## Close the Sale By Showing Your Customer EVEN More Savings!

Visit [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder):

- Room air conditioner rebates in your area
- Incentive amounts, start and end dates
- Name, location, and contact information of rebate sponsors

The screenshot shows the Energy Star Rebate Finder website. At the top, there's a navigation bar with the Energy Star logo, the tagline 'The simple choice for energy efficiency.', and links for 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. Below this is a main menu with categories: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. A breadcrumb trail indicates the current path: 'Home > Certified Products > Rebate Finder > Special Offers and Rebates from ENERGY STAR Partners'. The page title is 'Certified Products' with a subtitle 'Your source for energy efficient product information'. A secondary navigation bar includes links like 'All Certified Products', 'How a Product Earns the Label', 'Save Energy at Home', 'Join Our Movement', and 'Product Specifications Search'. The main heading is 'Find Product Rebates & Other Special Offers'. Below this is a large green box with a white icon of a dollar sign and a circular arrow. The text inside says 'Enter your zip code in the box below to find rebates and other special offers available in your area.' To the right, a numbered list outlines the steps: 1. Enter your zip code to see a list of rebates and offers in your area. 2. Narrow the results to the product categories of interest to you. 3. Connect to utility websites for details on how to cash in. Below the green box is a white box with the text 'Enter your zip code to begin.' followed by a search input field labeled 'All Zip Codes' and a 'FIND REBATES' button. Underneath is a section titled 'Additional Resources from ENERGY STAR' with three columns. The first column is 'LEARN MORE ABOUT PRODUCTS' with a link to 'Looking for more information about how to save with ENERGY STAR products?' and a dropdown menu 'Select a Product Category'. The second column is 'PRODUCT FINDER' with a link to 'Find and compare ENERGY STAR products to see how they stack up.' and a 'START HERE' button. The third column is 'My ENERGY STAR' with a link to 'Discover the many simple energy-saving actions you can take to make a big difference.' and a 'GET STARTED' button. At the bottom, there's a footer with links for 'Energy Efficient Products', 'Energy Savings At Home', 'Energy Efficient New Homes', 'Energy Strategies for Buildings & Plants', and 'ENERGY STAR Home About ENERGY STAR Recursos en Español Publications'.

## Questions?

For questions about ENERGY STAR certified room air conditioners or for additional information, including certified product lists and savings figures:

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

