ENERGY STAR Training: Tools for Success

Presented by:
Alisa Kessel, The Cadmus Group

2008 Lighting Partner Meeting
Phoenix, Arizona
Agenda

• Why ENERGY STAR Training?
• Training Support Overview
• ENERGY STAR Training Center Site Tour
• Collaborative Work with Partners
• Future Activities
• FAQs
Why ENERGY STAR Training?

• **Consumer Demand**
  Consumers are looking for ways to reduce their energy bills and help protect the environment.

• **Consumer Awareness**
  More than 65% of households nationwide recognize the ENERGY STAR label.

• **Drive Sales**
  Help sales associates communicate the value of qualified products to close sales and create consumer loyalty.
The ENERGY STAR Training Center (ESTC) is a user-friendly site offering downloadable tools and resources to help partners communicate the benefits of qualified products to consumers.

- Lighting
- Appliances
- Home Electronics
- Office Equipment
- Home Sealing
- HVAC

Customized one-on-one support from our dedicated training team:
- Retailers
- Manufacturers
- Utilities/Energy Efficiency Program Sponsors

The ESTC offers a location for partners to share best practices.
Welcome to the ENERGY STAR Training Center. This information is designed to serve as a resource for partners looking to improve their sales effectiveness. Find tools and information to help you convey to your staff, customers, or business partners how ENERGY STAR can help them protect the environment while saving energy and money.

Products
ENERGY STAR currently labels products in more than 50 categories, from televisions and air conditioners to clothes washers and computers. ENERGY STAR qualified products have the same features consumers look for in conventional models, but use less energy.

Appliances | HVAC | Lighting | Home Electronics | Office Equipment | Commercial Food Service | Home Envelope | Other Commercial Products

Campaigns
To promote the benefits of ENERGY STAR to consumers, EPADOE encourages partners to participate in seasonal promotional campaigns. Campaign outreach includes print advertising, in-store signage, and utility rebates (where available) that encourage consumer demand for products that have earned the ENERGY STAR.

Appliance Promotions | Cooling: Cool Your World | Lighting: Change a Light, Change the World

Utilities/EEPS
Utilities/Energy Efficiency Program Sponsors (EEPS) partners play a large role in educating consumers about ENERGY STAR. EEPS resources include links to product information and best practices for retail training by our EEPS partners.

Training Overview | Training Resources
Sell Sheet:
For manufacturer sales reps to use in retail line reviews to influence stock/inventory of qualified products.
Sales Training Presentation:
Customizable presentations detailing qualified products.
Compact Fluorescent Light Bulbs (CFLs)

Qualified CFLs use approximately 75% less energy than incandescent bulbs. Replacing a 60-watt incandescent with a 13-watt CFL can save consumers about $30 or more in electricity costs over its lifetime.

- [At-A-Glance] — PDF 61KB [what's this?]
- [Sales Training Presentation] — PowerPoint 1.5MB [what's this?]
- [Sell Sheet] — PDF 33KB [what's this?]

Other Lighting
- Residential Lighting Fixtures
- Ceiling Fans
- Advanced Lighting Package

Products
- Appliances
- HVAC
- Lighting
- Home Electronics
- Office Equipment
- Commercial Food Service
- Home Envelopes
- Other Commercial Products

Campaigns
- Appliance Promotions
- Cooling; Cool Your World
- Lighting; Change a Light, Change the World

Utilities/EFPS
- Training Overview
- Training Resources
Residential Light Fixtures

Fixtures that have earned the ENERGY STAR use about 75% less energy than conventional models.

- **A+ A-Grade** — PDF 81KB [what's this?]
- **Sales Training Presentation** — Powerpoint 2.9MB [what's this?]
- **Self-Study** — PDF 70KB [what's this?]
- **G24 Sales Training Presentation** — Powerpoint 5MB

Other Lighting

- **Compact Fluorescent Light Bulbs (CFLs)**
- **Ceiling Fans**
- **Advanced Lighting Package**
Advanced Lighting Package (ALP)

The Advanced Lighting Package (ALP) is a comprehensive set of ENERGY STAR qualified light fixtures and ceiling fans. In order to meet the ALP criteria, homes must consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures, indoor and/or outdoor.

In addition to the light fixture requirements, all ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation. Qualified light kits are counted toward the ALP 60% requirement.

California Title 24

California's updated building energy code, Title 24, took effect on October 1, 2005. Residential new construction and retrofit projects requiring a building permit on or after October 1st are required to comply with the new code. The new code requires 50% of the connected load in the kitchen to be "high efficacy" luminaires, and other rooms to use "high efficacy" luminaires or controls, including outdoor lighting. For specifics on the code please refer to: California Energy Commission 2005 Energy Efficiency Standards Training - [EXIT]}
Variety of other materials available to assist with associate training in support of product promotions and national campaigns.

- **Podcast**: Computer and imaging equipment podcasts

- **Specification Charts**: Easy reference explaining new specifications for computers and imaging equipment

- **Videocast**: Programmable thermostats video illustrating proper use (under development)
Support for Partner Training Efforts

• ESTC Team is available to:
  – Review existing materials for accuracy
  – Develop content for new training materials
  – Provide ENERGY STAR sales messaging

• Team has worked with various retail and manufacturer partners including Lowe’s, Menards, HP, and Good Earth Lighting.
Support for Utilities/EEPS

- Utilities/EEPS partners play a large role in educating consumers about ENERGY STAR

- ESTC is available to support outreach efforts to help meet your energy efficiency goals

- ESTC provides an opportunity to share best practices with other partners:
  - Austin Energy
  - Wisconsin Focus on Energy
  - Sierra Pacific/Nevada Power
Utilities/Energy Efficiency Program Sponsors (EEPS)

Training Best Practices
To help utilities/EEPS partners share tools and best practices for sales associate training, the ESTC offers training information and materials from individual partners, links to ENERGY STAR Product Training Materials, and links to Partner Activity Resources.

Utilities/EEPS Sites
The information below is provided as an example and the facts included may not be current.

- Austin Energy
- New Jersey Clean Energy Program (NJCEP)
- New York State Energy Research Development Authority (NYSERDA)
- The Northeast ENERGY STAR Lighting and Appliance Initiative
- Northwest Energy Efficiency Alliance
- Salt River Project (Arizona)
- Sierra Pacific/Nevada Power
- Wisconsin Focus on Energy
Utilities/EEPS Best Practices

Austin Energy

Power Saver Program (TM)

Austin Energy’s Power Saver Program helps residential and business customers conserve energy, save money, and improve comfort. The program features a free online Energy Audit that gives consumers feedback on their energy consumption and helps identify ways they can save on utility bills. Austin Energy shows consumers ways to maximize energy efficiency through their Tools and Tips, Energy Savings Calculators, Power Saver Participating Companies Directory, and ENERGY STAR Product and Appliance Dealer lists.

Green Programs

Austin Energy’s comprehensive portfolio of energy efficiency programs and offerings serve both homeowners and businesses. Through consulting, resources, and education, Austin Energy's Green Building Program and Austin Energy's GreenChoice Program offer energy efficiency from clean renewable sources and are one of the most successful utility-sponsored green power programs in the nation. Austin Energy encourages its customers to implement solar photovoltaic technology in their homes and businesses by offering generous rebates through their Solar Photovoltaic Program.

Rebates and Incentives

Austin Energy offers rebates and incentives on various home improvements including air conditioning, duct improvements, attic insulation, solar screens, caulking, and weather stripping. A Home Performance with ENERGY STAR

Products

- Appliances
- HVAC
- Lighting
- Home Electronics
- Office Equipment
- Commercial Food Service
- Home Envelopes
- Other Commercial Products

Campaigns

- Appliance Promotions
- Cooling: Cool Your World
- Lighting: Change a Light, Change the World

Utilities/EEPS

- Training Overview
- Training Resources

Businesses, Small Businesses, and Congregations
Wisconsin Focus on Energy: Program Highlights

The Wisconsin Focus on Energy Residential Programs work to help state residents have the opportunity to increase the energy efficiency of their homes. The programs work in partnership with consumers, utilities, businesses, non-profit organizations and government at all levels.

Day in the Life of a Field Rep...
Our “road warriors,” the Focus on Energy Field Representatives, are critical members of the ENERGY STAR Products team. They are the folks that bring the message of energy efficiency out to our retail partners. With over 750 retailers in the program, it takes six reps to cover the entire State of Wisconsin.

Field Representatives start their day checking in with the home office via e-mail, routing their day and preparing any material. Then it is time to hit the road. Each of our full-time reps have between 135 to 163 accounts to call on, and one part-time rep has 84 accounts. Each rep covers 1,500 to 3,000 miles every month to visit their retailers. Our reps call on both lighting stores (home improvement centers, hardware stores, lighting showrooms) and appliance stores. Their goal is to visit each retail partner every six to eight weeks.

In each store, the rep labels ENERGY STAR qualified products. While visiting lighting retailers, the team labels ENERGY STAR qualified compact fluorescent light bulbs (CFLs) and pin-based CFL fixtures. In appliance stores they label ENERGY STAR qualified clothes washers, dishwashers, refrigerators and freezers. While visiting the retailer, reps help to promote ENERGY STAR qualified products by setting up Focus on Energy point of purchase (POP) materials. The POP materials might correspond with a new promotion or program. Another critical part of the visit is to inform the retailer and employees on any updates to the program. Training of retailer staff is an essential task for our representatives, and they are always ready to train staff on energy efficiency topics, new products and methods for selling ENERGY STAR qualified products. During the visit, the rep also recruits the retailer for any new promotions that are being launched. Participation by the retailers in special promotions is a key component of program success.
RETAILER SITE VISITS AND UTILITY EMPLOYEE TRAINING

The Sierra Pacific/Nevada Power ENERGY STAR Lighting and Appliance Program’s top priority is forging and nurturing robust retailer partnerships through effective ENERGY STAR training. This is achieved through a commitment to collaboration and intensive ENERGY STAR training of retailer employees. Involving the time and energy required to learn the managerial styles, goals and priorities of our retail partners has helped us develop relationships with our retail partners that go beyond that of just vendor/retailer. As these relationships evolve into “partnerships,” we partner with retailers on events, signage, training, product location and other key merchandising factors.

Field representatives train retailer employees.

Field representatives conduct an in-store "mini-event"

Working in concert with store managers, the Program has earned prominent lighting and appliance placement, valuable opportunities to conduct consumer mini-events in the store in advance of ENERGY STAR and stimulate interest and conduct early/final staff training sessions. These 6:00 a.m. workshops have proven to be particularly effective in engaging retail personnel and securing their buy-in. The Program mini-events are two to three hour table-top events conducted in the lighting aisle to educate store employees and customers about ENERGY STAR-qualified products. As a result, lighting department enthusiasm is enhanced, and even surrounding departments have become ambassadors of the ENERGY STAR brand.

Training has also affected personal behavior as retailer employees have even changed the lighting in their own homes from incandescent bulbs to CFLs. Lowe’s Zone Manager Leonard McClendon attests: “When I first started seeing the ENERGY STAR signage being posted at the lighting section, I really didn’t know much about energy efficient lighting. So, I started reading about it. I was so impressed that I changed out all the bulbs in my home and can attest to the energy savings these bulbs provide.”

Regular visits to each store location help to maintain relationships with store personnel and give the ENERGY STAR program visibility and prominence. This "face-time" has proven critical to our success.

Program field representatives present retailers with an ENERGY STAR qualified appliance program folder. Monthly visits are conducted to update the folder and to provide sales associate training. Program field representatives also provide staff with new ENERGY STAR Program updates and are given a customer service representative (CSR) pocket guide. Additionally, these guides are distributed to other department associates to broaden storewide lighting education.
Future Activities

• ESTC is a dynamic source for information

• Upcoming support for:
  – Refrigerators
  – Programmable Thermostats
  – TVs & Digital-to-Analog Converters
Visit the ENERGY STAR Training Center to help you maximize your sales potential.

- **EASY**: Access relevant ENERGY STAR training materials and resources on your own

- **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
Q: Will utilizing ENERGY STAR training support cost anything?
A: ENERGY STAR training support is provided as a complimentary service.

Q: How long would it take to get a response to my request for support?
A: Our training team responds promptly to all requests to discuss partners’ needs and establish next steps for working together.

Q: Do I need permission to use ESTC materials in my presentation?
A: The materials posted on the ESTC are available for public use. You can use the materials as-is or the content can be incorporated into your own materials.
Kate Lewis,
ENERGY STAR Training Manager
202.343.9024
lewis.kate@epa.gov

Alisa Kessel,
The Cadmus Group
703.247.6184
akessel@cadmusgroup.com