



Speaking Your Customer's Language

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Agenda

- **Part 1**
 - ENERGY STAR Sales Training Toolkit
 - What's new in Version 2
- **Part 2**
 - Shelton Group Energy Pulse Report
 - Client Profiles
- **Part 3**
 - Value Proposition Exercise
- Q&A

A photograph of a house under construction, showing the wooden frame and roof structure. The image is overlaid with a semi-transparent green banner that contains the text "Poll Questions" in white. The background shows a clear blue sky with scattered white clouds. In the foreground, there is a dirt area with construction materials, including a blue tarp and a red skid steer loader. The house has a gabled roof and several large openings for windows and doors.

Poll Questions



Who do we have in the audience?

- Builder/Developer**
- Energy Rating Company**
- Utility Sponsors or Program Implementors**
- Other**



Do you currently provide training on how to sell energy-efficient, or specifically ENERGY STAR homes?

- Yes
- No
- Uncertain or does not apply

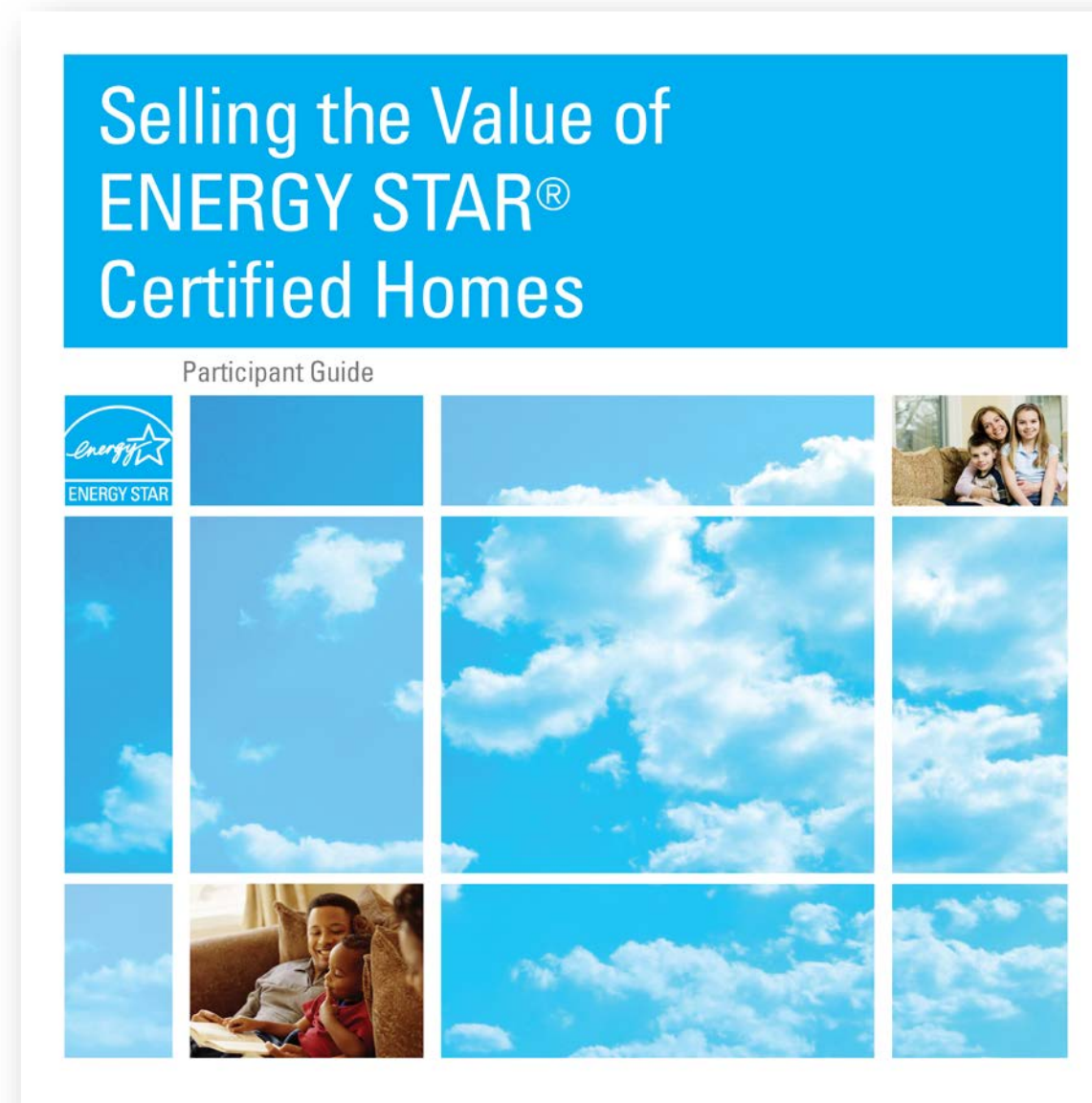


Has your organization utilized the ENERGY STAR Sales Training Toolkit for any of your sales trainings?

- Yes
- No
- Uncertain or does not apply



The ENERGY STAR Sales Training Toolkit



Utilizing the Toolkit: Builders and Developers

Why use the Sales Training Toolkit?

- Market Distinction
- Energy-efficient homes sell faster and for higher value

Best Practices for Delivering

- Training staff at all new community developments
- Deliver as one training or as several small segments during a series of regular team meetings.
- Offer training to all team members, including administrative and customer service staff, so that all are able to discuss ES value and benefits with customers.



Utilizing the Toolkit: Energy Rating Companies

Why use the Sales Training Toolkit?

- Offer to deliver the training directly to builder team, as a value-add or optional paid service.

Best Practices for Delivering

- Schedule a MESA tutorial with new builder clients
- Walk-through Sales Training Kit content with Sales Manager to identify areas of customization.





Access the Sales Training Toolkit through your My ENERGY STAR Account (MESA)

ENERGY STAR Certified Homes Resources:

- [Builder Orientation Video](#)
- [Partnership Terms & Commitments](#)
- [Linking Opportunities](#)
- [Better is Better Videos](#) **New**
- [Better is Better Flyer](#) **New**
- [Better is Better Booklet](#)
- [Co-brandable Better is Better Brochure](#)
- [Co-brandable Homeowner Maintenance Guide](#) **New**
- [Co-brandable Banners](#)
- [Co-brandable Yard Signs](#)
- [Sales Training Kit](#) **Updated**
- [Communicating the Benefits of ENERGY STAR \(Silent Sales Signs\)](#) **New**



www.energystar.gov/mesa

Need help with accessing MESA?
Contact energystarhomes@energystar.gov

ENERGY STAR Certified Homes Builder's Sales Kit

The ENERGY STAR Certified Homes Builder's Sales Kit provides the builder, the sales manager, or individual responsible for training staff with the necessary tools and materials to implement an engaging in-person sales training during your regularly scheduled sales meetings.

The goal of this training is to apply customized value propositions to various client profiles to sell more ENERGY STAR certified homes. The class participants will use a [Participant Guide](#) combined with in-class activities and an optional field activity to meet this goal.

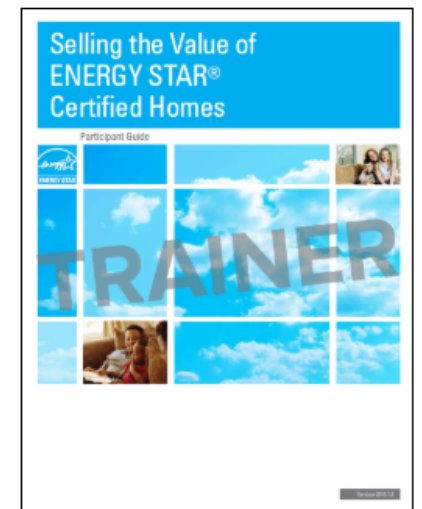
The trainer will facilitate the learning process by using a(n):

1. [Trainer's Guide](#) that provides the course agenda, learning objectives and step-by-step instructions on how to prepare for the training.
2. [Participant Guide](#) to assist the sales team in facilitation of activities.
3. [PowerPoint](#) with speaker's notes outlining the purpose of each slide and optional narration.
4. Newly developed resource, [Selling ENERGY STAR](#) that provides talking points that participants can pick and choose from to highlight the value and proven track record of the ENERGY STAR program.
5. Optional 8-question [quiz](#) and [answer key](#) to test the participants.
6. [Certificate of completion](#) ([instructions](#) and [printing tool](#)) to provide to participants who have successfully completed the training.

This kit is to be used in combination with your own sales experience and market knowledge, and the two modules or individual activities can be utilized in any format that helps your team.

To download the entire Sales Training Kit, click the following link:

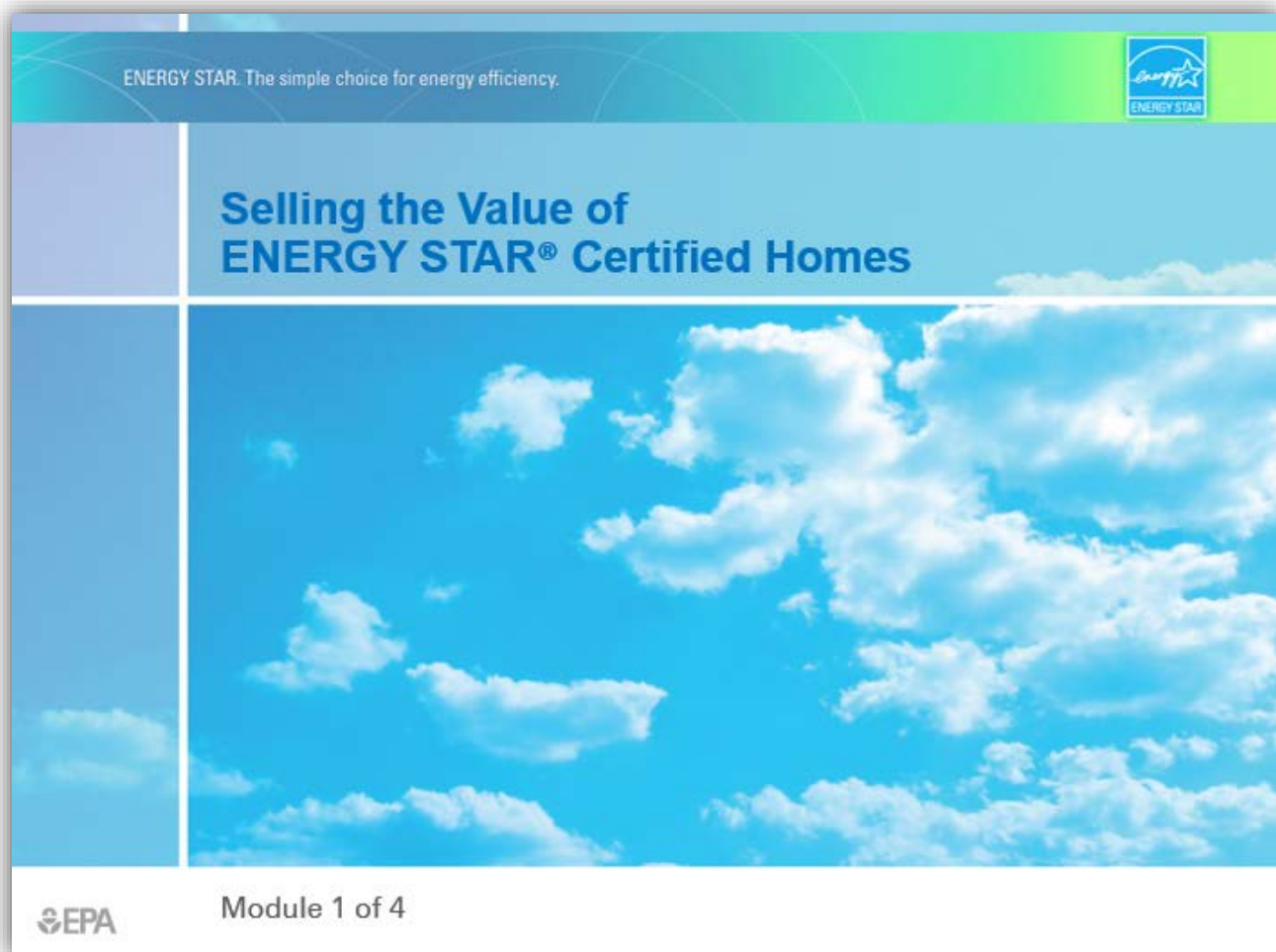
[Download the ENERGY STAR Sales Training Kit:
Selling the Value of ENERGY STAR Certified Homes](#)



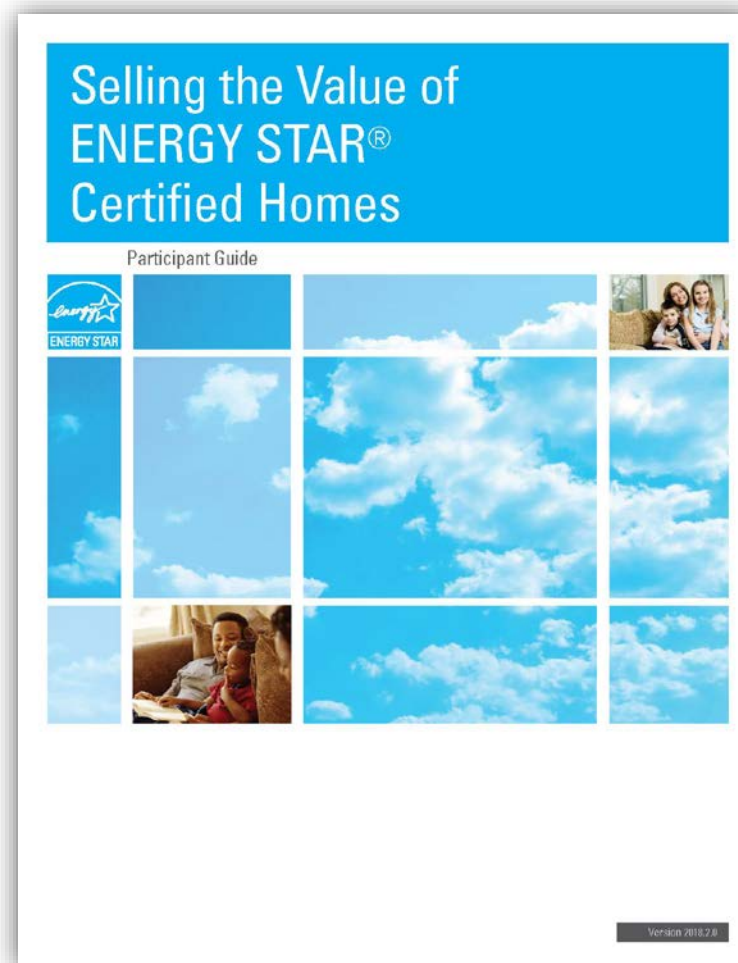


3 Key Resources To Host a Training

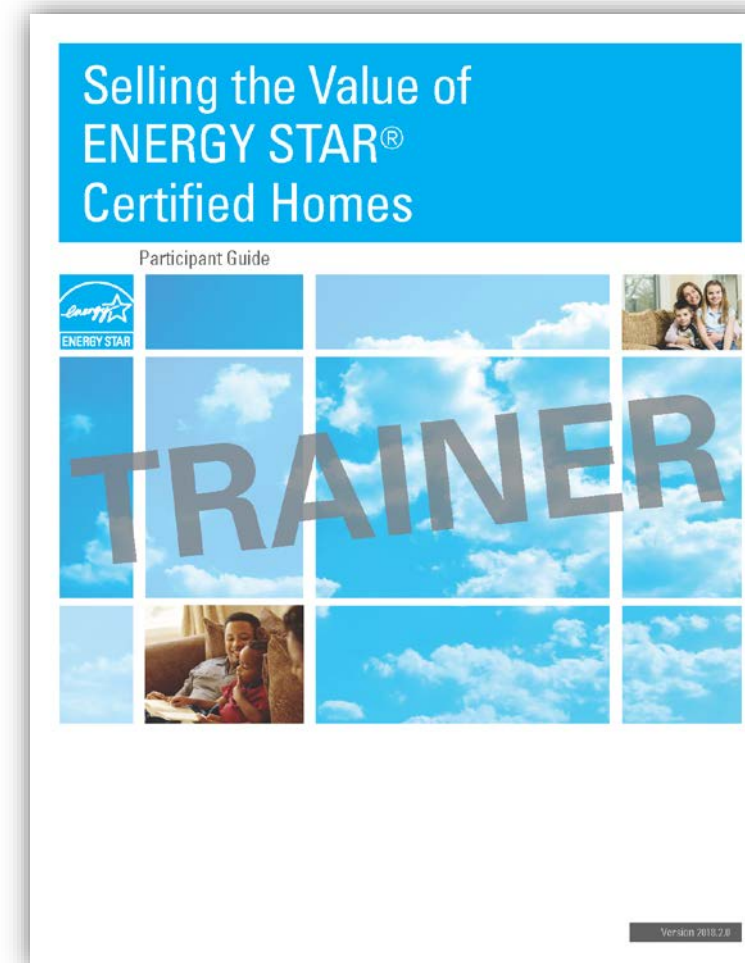
1. PowerPoint Slides



2. Participant Guide



3. Trainer's Guide





The Trainer’s Guide includes notes with additional context, explanations, & marketing concepts to assist you in hosting a training.

Activity #1 Better is Better Video

ENERGY STAR Certified Homes

Directions: While watching the Better is Better video, list one or two benefits that align with each feature on the left. Note that the ENERGY STAR pillars above also provide a reference for key benefits.

Features:

- ✓ **A complete Thermal Enclosure System** with comprehensive air sealing, quality-installed insulation, and high-performance windows.
- ✓ **High-efficiency Heating, Ventilating, and Cooling System** that is designed and installed for optimal performance.
- ✓ **Comprehensive Water Management System** to protect roofs, walls, and foundations from moisture damage.
- ✓ **Energy-Efficient Lighting and Appliances** to help keep utility bills low, while providing high-quality performance and longevity.
- ✓ **Third-party verification** ENERGY STAR builder partners don't just claim that their homes are energy efficient; they back it up with independent inspections and testing by a Home Energy Rater.

Benefits to the customer:

Note to Trainer:

Before starting, it may be helpful to review the difference between a feature and a benefit. What’s the difference? A feature is an attractive aspect of a product. A benefit answers the question “What’s in it for me?” and provides a value to the customer. For example high performance windows protect your furniture from harmful UV light (feature) and they will save you time and money by not having to replace your furniture in the near future (benefit).

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Updated modules for a more flexible format

Module 1:	<ol style="list-style-type: none">1. Identify ideal ENERGY STAR clients2. Differentiate between:<ul style="list-style-type: none">○ Average new homes○ ENERGY STAR certified homes3. Describe the features and benefits <p><i>Activity #1: Better is Better Video</i></p>
Module 2:	<ol style="list-style-type: none">4. Craft value propositions for ENERGY STAR <p><i>Activity #2: Better is Better Brochure</i></p>
Module 3:	<ol style="list-style-type: none">5. Apply a value proposition to a customer profile <p><i>Activity #3: Value Propositions</i></p>
Module 4:	<ol style="list-style-type: none">6. Apply value propositions in a role-play scenario <p><i>Activity #4: Role Play</i></p>



You spoke, we listened. New and refreshed resources.

Selling ENERGY STAR Putting the little blue label in context

For over 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. While approximately 90% of American households recognize the little blue ENERGY STAR label, many associate it only with consumer products and appliances. Home buyers may not know much about the brand or that an entire new home can be certified. The information below highlights the value and proven track record of the ENERGY STAR program.

ENERGY STAR Program

- ENERGY STAR is the government-backed symbol for energy efficiency, providing simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions.
- ENERGY STAR and its partners have saved American families and businesses \$430 billion on their energy bills since 1992.
- The ENERGY STAR label can be found on more than 70 product categories.



ENERGY STAR Certified Homes



- ENERGY STAR certified homes are independently verified to meet EPA's strict requirements for energy efficiency; typically designed and built to be **10-15% more energy efficient than a home built to code.**
- The ENERGY STAR label provides home buyers with a clear way to identify **better built, more comfortable, and energy-efficient homes.**
- ENERGY STAR certified homes are **designed and built with tried-and-true best building practices** to deliver a home with better durability and reduced utility and maintenance costs.
- **More than 1.8 million ENERGY STAR certified homes** have been built to date.
- Families living in ENERGY STAR certified homes have collectively **saved more than \$350 million on their utility bills.**

More information on EPA's ENERGY STAR Certified Homes program is available at www.energystar.gov/newhomes.



Communicating the Benefits of ENERGY STAR® Certified Homes

Silent Sales Signs

How to Use

This resource provides examples of display methods and recommended language that can be used to showcase the benefits of ENERGY STAR certification for homebuyers. These tools are particularly important for builders to successfully highlight many of the energy efficient features found in ENERGY STAR certified homes that are not readily visible.

Use the benefit statements below on printed placards, brochures, or other resources throughout your model home or apartment to draw attention to ENERGY STAR Certified Home features. Customize the placards by adding your logo or more detailed information about the specific features that have been incorporated into your homes.

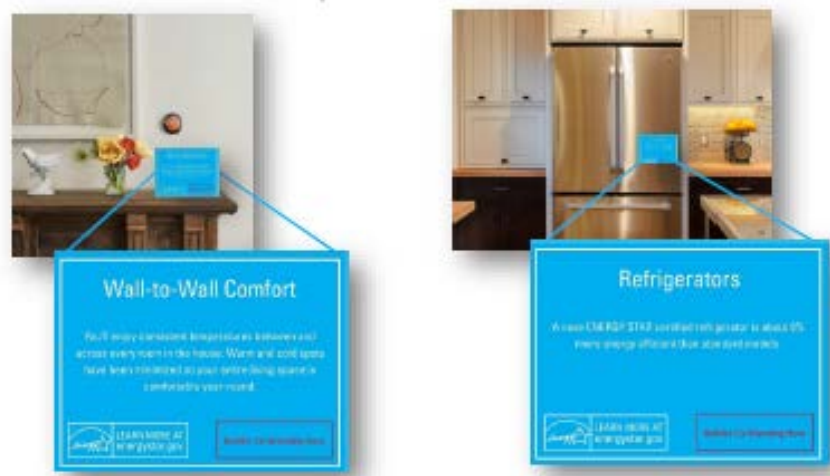
Recommended Language

Feature	Benefit
Third-Party Verification	ENERGY STAR certified homes undergo more inspections and testing than typical homes. Gain peace of mind knowing that [Builder Name]'s homes are independently verified to meet all ENERGY STAR program requirements.
ENERGY STAR Label and Certificate	These resources indicate that a home has been third-party verified to meet ENERGY STAR program requirements and may contribute toward higher appraised value if shared with real estate professionals at time of resale.
Whole-House Approach to Design and Construction	A fully integrated approach to design and construction provides a home with better durability, better comfort, and reduced utility and maintenance costs.
Wall-to-Wall Comfort	You'll enjoy consistent temperatures between and across every room in the house. Warm and cold spots have been minimized so your entire living space is comfortable year-round.
Air Sealed Thermal Enclosure	A comprehensive air sealing strategy minimizes leaks through the outer walls, windows, doors and other openings. Sealing these holes eliminates drafts and keeps utility bills low.
Air Sealing	A well-sealed home means better air quality because pollen, pests, and moisture can't get in as easily.
Properly Installed Insulation	Insulation in ENERGY STAR homes is independently verified to help maintain consistent temperatures throughout, reduce

Example Applications

ENERGY STAR Feature and Benefit Placards

Display the Silent Sales Signs throughout the leasing office or model unit to identify any or all notable ENERGY STAR features and benefits. A few examples are shown below.



Customized Wall Decals

Some ENERGY STAR partners have created innovative wall decals that provide a "cut-away" view to features not visible once construction is completed—like framing and wall insulation—which help homebuyers better understand and connect with those features. An ENERGY STAR silent sales sign could be positioned alongside wall decals like these to connect the visual with benefits and features of ENERGY STAR certification.





ENERGY STAR @ CERTIFIED HOMES MAINTENANCE GUIDE: TIPS TO ENSURE TOP PERFORMANCE

Congratulations on your new ENERGY STAR certified home! To ensure your home is operating at its highest efficiency, ENERGY STAR recommends following these simple operating and maintenance guidelines.

Living in an ENERGY STAR certified home

The blue ENERGY STAR label on a new home means it was designed and built to standards well above most other homes on the market. When ENERGY STAR's rigorous requirements are applied to new home construction, the result is a home built better from the ground up, delivering better durability, better comfort, and reduced utility and maintenance costs. To learn more about the features and benefits of ENERGY STAR certified homes, visit www.energystar.gov/newHomes.

Best Practices to Make the Most of Your Home

LIGHTING

Use ENERGY STAR certified light bulbs throughout your home. Light Emitting Diodes (LEDs) provide bright, warm light while using 70 to 90 percent less energy and last up to 15 times longer than traditional incandescent bulbs. This means more money in your pocket. Homes that use incandescent bulbs waste \$400 a year on utility bills as compared to homes that install ENERGY STAR lighting throughout.



SMART THERMOSTAT (WHEN INSTALLED)

ENERGY STAR certified connected or programmable thermostats can save you \$50 annually in heating and cooling costs. You can set up and maintain a schedule of temperatures for your home to turn on A/C or heat prior to your return. Connected thermostats can also provide you feedback about the impacts of your temperature choices to see how you can save additional energy.

OUTLETS AND ELECTRONICS

Did you know that, in the average U.S. home, 25 percent of electricity used by home electronics occurs while the products are off? In the U.S. alone, "vampire power" costs consumers more than \$3 billion a year. Reduce unnecessary costs on your utility bill by unplugging electronics, such as cell phone chargers and power strips when they are not in use.

HVAC EQUIPMENT

Keep your cooling and heating system at peak performance by having a qualified contractor conduct tune-ups in the spring and in the fall. Maintaining your heating, ventilation, and air conditioning (HVAC) equipment can have a big effect on your utility bills and allows you to catch small issues before they become expensive problems. Check with your energy utilities to see if they provide rebates for annual maintenance on HVAC equipment.

Using ceiling fans with A/C can enable you to comfortably raise the thermostat around 4°F. Remember to turn off your ceiling fan when you leave a room.

AIR FILTER

Air filters are designed to catch particles, which reduce the amount of air delivered through ducts. A clean filter reduces the amount of energy your system needs to move air throughout your home. Check your air filter monthly and change it as needed (at least once every three months) to keep your HVAC system operating at peak efficiency.



AUTOMATIC VENTILATION SYSTEM

Your home was constructed with an automatic ventilation system to ensure a constant supply of fresh, filtered air. It is important to avoid tampering with this system. Discuss with your builder what type of ventilation system you have as well as how to operate and maintain it properly.



KEY RESOURCES FOR ENERGY STAR HOMES PARTNERS

General ENERGY STAR Resources

Resource	Where to go for more information
ENERGY STAR Homes & Apartments	www.energystar.gov/newhomespartners
My ENERGY STAR Account (MESA) <i>Update your company's information here</i>	www.energystar.gov/mesa
ENERGY STAR Partner Locator	www.energystar.gov/partnerlocator
Frequently Asked Questions & Answers	www.energystar.gov/faqs
Tax Credit Information	www.energystar.gov/taxcredits

Marketing and Educational Resources

Resource	Where to go for more information
Marketing Resources	www.energystar.gov/newhomesmarketing
Education Resources	www.energystar.gov/newhomeseducation
ENERGY STAR Logo and Identity Guidelines	www.energystar.gov/logos
ENERGY STAR Weblinking Policy	www.energystar.gov/weblinking
ENERGY STAR Brand Book	www.energystar.gov/brandbook
100% Commitment Recognition	www.energystar.gov/mesa
Consumer Brochures	www.energystar.gov/mesa
ENERGY STAR New Homes Fact Sheets	www.energystar.gov/newhomefactsheets
Webinar Calendar	www.energystar.gov/newhomeswebinars
ENERGY STAR Awards	www.energystar.gov/awards

Other EPA Programs

Program	Where to go for more information
Indoor airPLUS	www.epa.gov/indoorairplus
WaterSense	www.epa.gov/watersense

ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy-efficient products and practices. For more information, visit www.energystar.gov.



LEARN MORE AT energystar.gov



ENERGY STAR Certified Homes MARKETING TOOLS

Building and labeling ENERGY STAR certified homes is only the first step to being a successful ENERGY STAR builder partner. To extend the value of your partnership, educate prospective home buyers about the features and benefits with these free resources.

ENERGY STAR Logos

Use the ENERGY STAR logo in advertising, on your website, on signage, and in promotional materials to associate your homes with the nationally recognized and trusted ENERGY STAR program. To ensure you are using the logos correctly, obtain a copy of ENERGY STAR's Brand Book and the Quick Reference Guide for New Homes Partners. Visit www.energystar.gov/logos.



Better is Better Flyer

Hand out this one-page, full-color flyer to prospective home buyers. This flyer focuses on four key benefits of owning an ENERGY STAR certified home: peace of mind, enduring quality, wall-to-wall comfort, and proven value. You can find this resource at www.energystar.gov/mesa.



Consumer Video

Show prospective home buyers the better quality, comfort, and durability built into ENERGY STAR certified homes by displaying the ENERGY STAR Consumer Video on your website or in a model home. This video uses real home owner testimonials and visual examples to explain how ENERGY STAR certified homes are built to a higher standard than typical new homes. Six-minute and 90-second formats are available, and you can also add your company logo to either version.



Visit www.energystar.gov/mesa and click the "Certified Homes Consumer Video" link to download the video and instructions.

Sales Training Kit

The ENERGY STAR Sales Training Kit will help sales agents describe the features and benefits of ENERGY STAR certified homes in a way that aligns with customers' own values. The training consists of four half-hour-long modules that can be completed all at once or in multiple sessions and can be presented by a sales manager during a weekly sales meeting.



You can access the training for free through your My ENERGY STAR Account at www.energystar.gov/mesa.

Co-Brandable Materials

Promote your partnership with these co-brandable materials:

- **Better Is Better Brochure** – This consumer brochure builds on the flyer, and allows you to insert your company logo, name, and additional company information.
- **Roll-Up Banners** – Add your company logo to stand-alone banners that promote ENERGY STAR certified homes.
- **Consumer Video** – Full-length and 90-second versions of the Consumer Video can be co-branded by adding your company logo at the end of the video.



Visit www.energystar.gov/mesa to download these materials, then follow the instructions provided for co-branding.

Fact Sheets

Five consumer focused fact sheets compliment the Better is Better Flyer by providing more details about an ENERGY STAR certified home's features and benefits. Available fact sheets include:

- Thermal Enclosure System
- Heating and Cooling System
- Water Management System
- Efficient Lighting & Appliances
- Independent Inspections & Testing



You can download PDF copies of these fact sheets at www.energystar.gov/newhomefactsheets.

Awards and Recognition

ENERGY STAR builder partners who wish to receive special recognition can commit to building 100% of their homes to meet ENERGY STAR program requirements.

- Builders making this commitment are identified with a 100% icon on the ENERGY STAR Partner Locator and receive access to a special 100% Commitment logo.
- Only builders that make this commitment are eligible to receive the most prestigious awards available to our partners, such as the ENERGY STAR Partner of the Year and Market Leader recognition.



Learn more at www.energystar.gov/newhomesawards.

On the Web

All active partners are listed on ENERGY STAR's website, where home buyers can find home builders in their area. Acquire even more visibility on the Partner Locator, www.energystar.gov/partnerlocator, by linking to your own company website and committing to build 100% of your homes to meet ENERGY STAR guidelines.

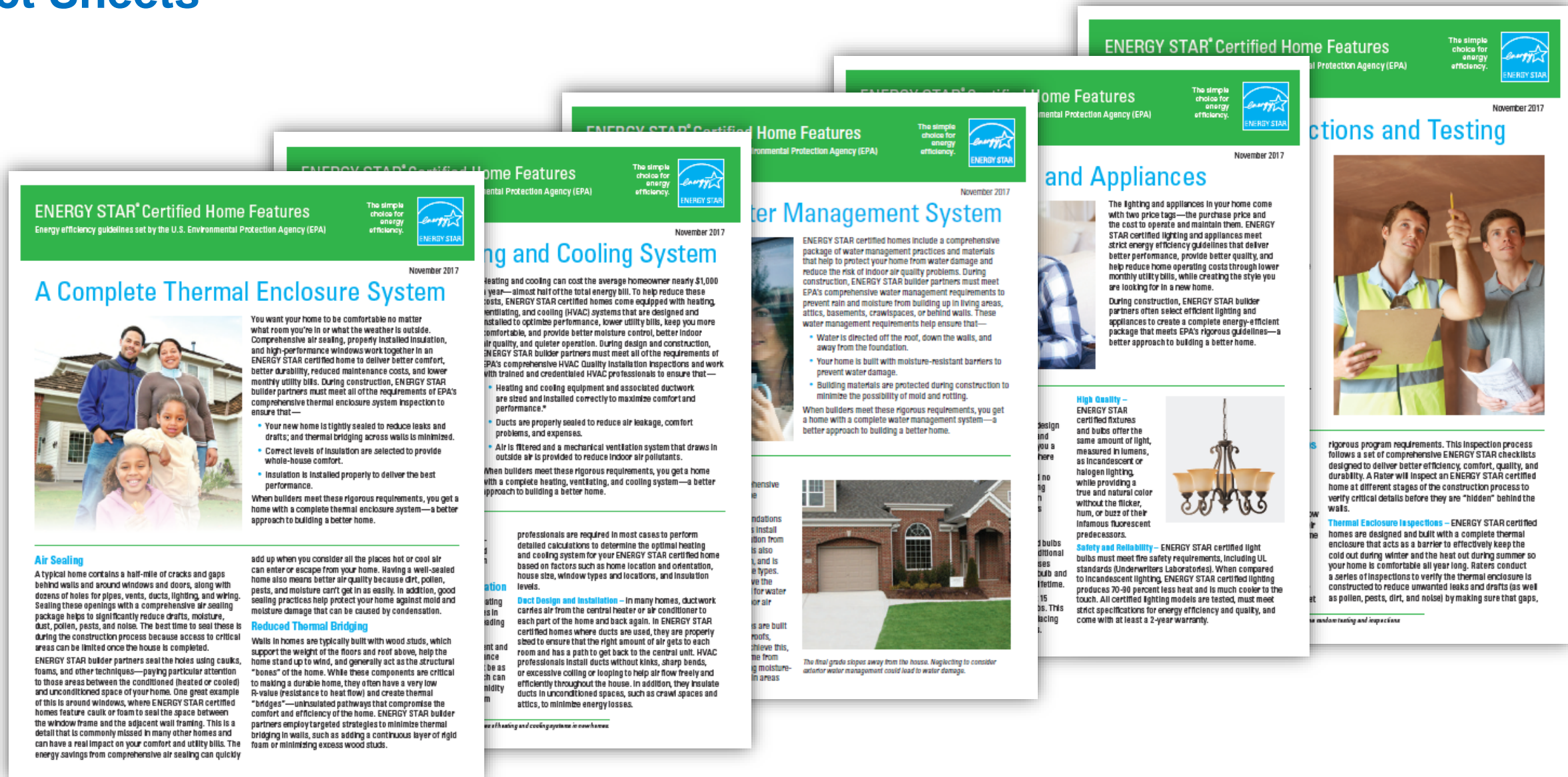


To learn more about each of these opportunities, visit www.energystar.gov/weblinking for weblinking guidelines and www.energystar.gov/mesa to make the 100% commitment. You can also select from a variety of ENERGY STAR web buttons and banners that can be displayed on your website and that allow you to easily link to www.energystar.gov.

*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username or password, please email energystarhomes@energystar.gov.



Fact Sheets

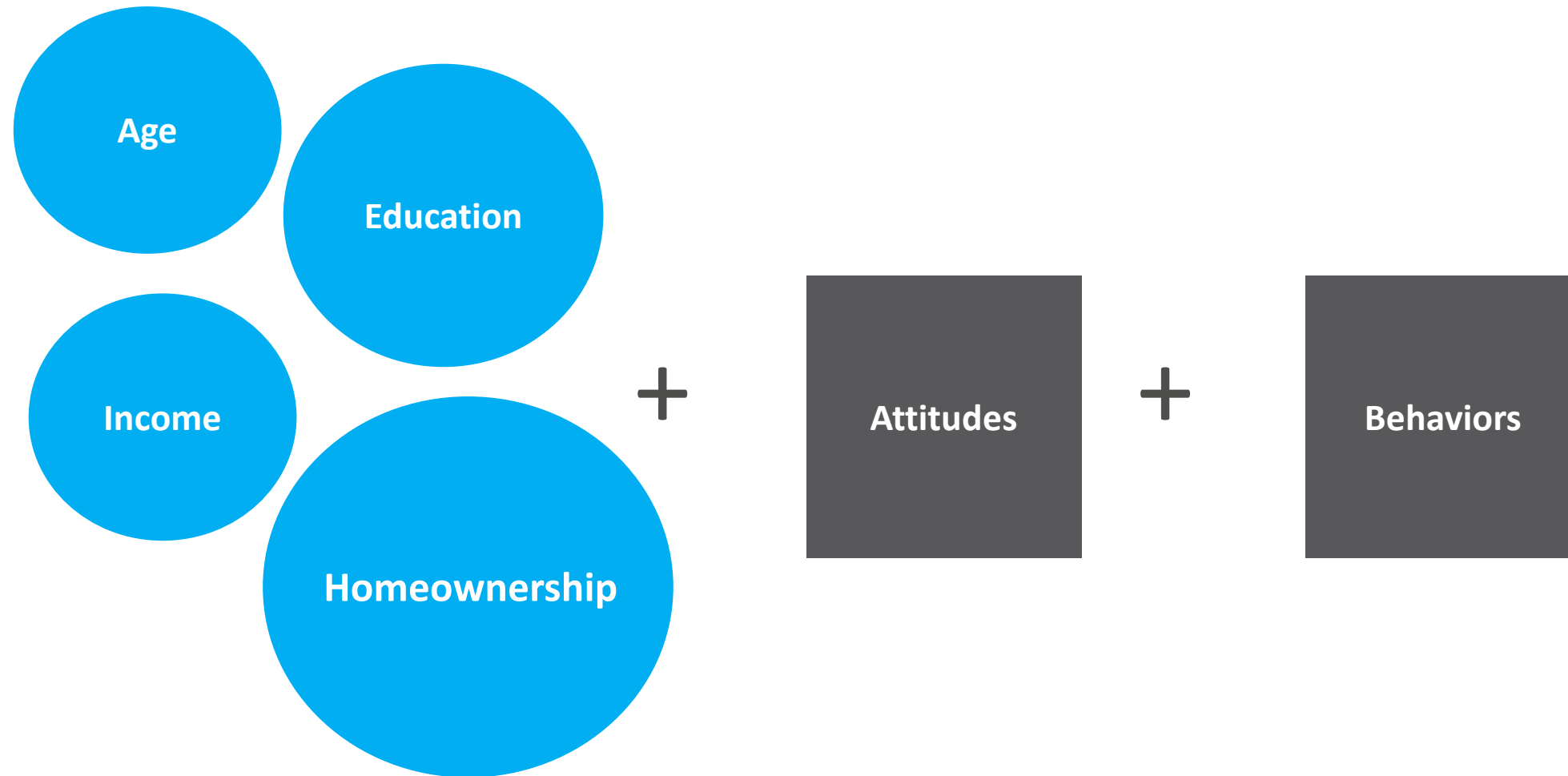


A photograph of a house under construction. The wooden frame of the roof and walls is visible against a blue sky with white clouds. A green semi-transparent overlay covers the middle of the image, with the text 'Market Research' centered on it. In the foreground, there is a blue tarp, wooden planks, and a red tractor. The background shows a lush green landscape.

Market Research



Shelton Group's Energy Pulse Report



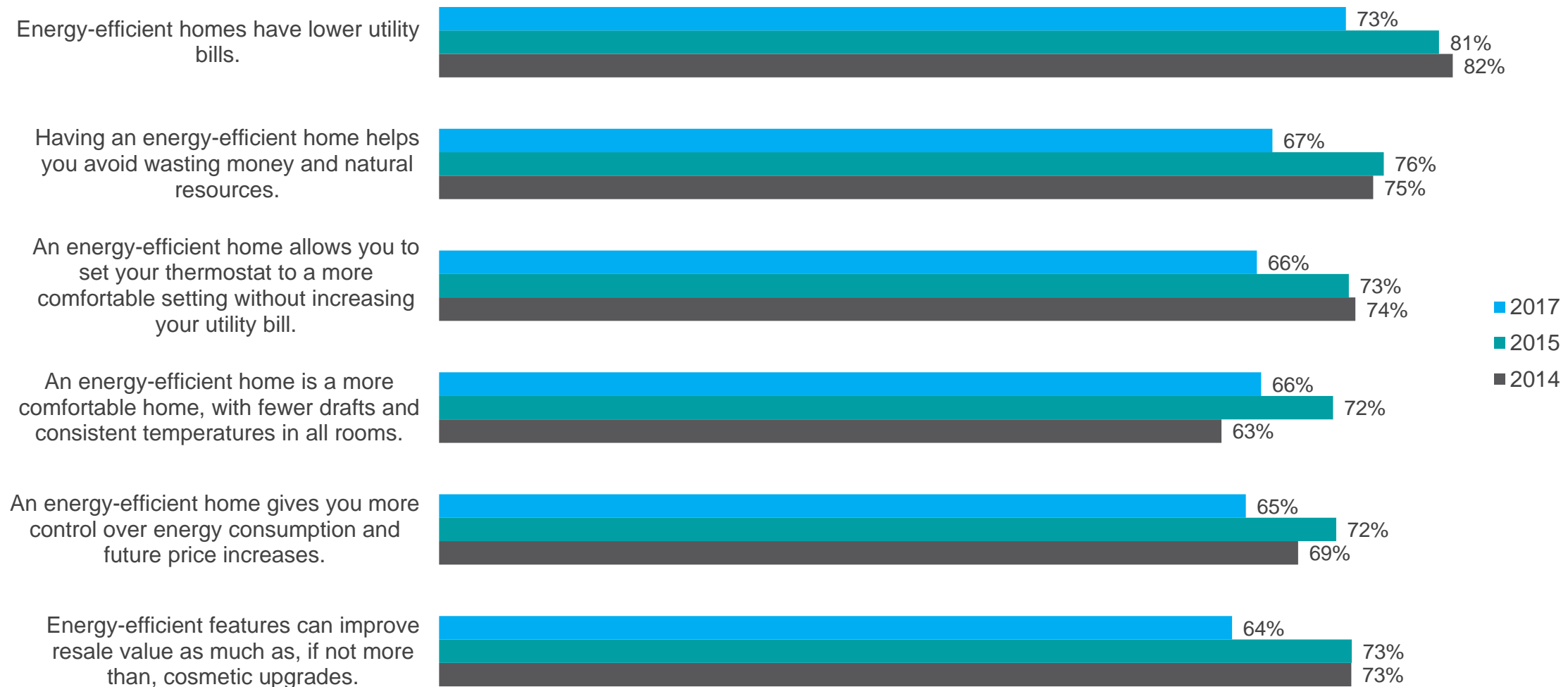


69%

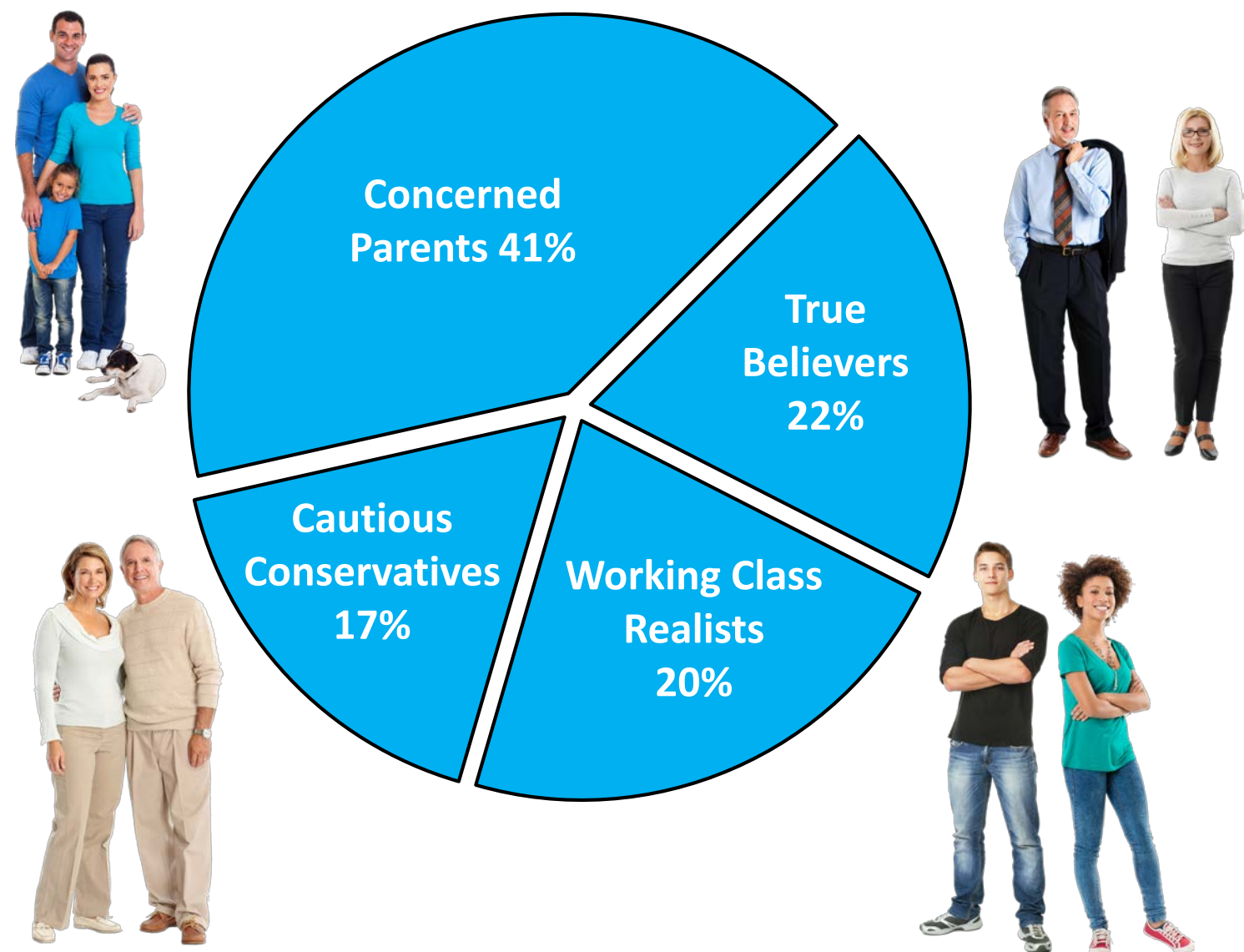
say higher energy efficiency would cause them to choose one new home over another.



“Lower utility bills” leads the pack on messaging. Waste avoidance, comfort and control tie for second place.



Research-Driven Client Profiles





True Believers – 22% of Americans

- Environmentalists
- Most are **45 or older**
- More likely to be **well-educated**
- More likely to be **white-collar professionals, and retired**
- More likely to have a **high household income (\$75k+)**
- Homeowners
- Married
- Not as likely to have children in the house still
- Highest # of energy conservation activities





True Believers are knowledgeable about the environment and want to preserve natural resources.

- They're very concerned about climate change and believe that **personal energy conservation habits can make a real difference** in preventing it.
- They will **choose to make their homes more energy efficient over making them more comfortable or beautiful.**
- Their top reason to participate in energy conservation activities or buy into energy-efficiency is **“to protect the environment and save natural resources”**.
- One of their favorite messages is **“Having an energy-efficient home is one way to help improve the environment”**.





Connecting with True Believers

- Communicate that **buying an ENERGY STAR certified home offers an opportunity to live out their environmental values.**
- **Communicate YOUR environmental initiatives** and message around protecting the environment and saving natural resources.
- They are likely to **want ENERGY STAR certified appliances, a smart thermostat, and a home automation platform** in their home.
- They are likely to be early adopters of technology, so **stress that ENERGY STAR certified homes have the “latest/greatest” features and incorporate “smart home” technology if possible.**

Concerned Parents – 41% of Americans

- Married with children
- Somewhat more likely to be women (54%)
- Age 25–44
- White-collar and homemakers
- Mid to high household income (\$50,000-\$99,999)
- Some college or a bachelor's degree
- Somewhat **less likely to currently own home**
- More likely to live in urban areas
- **Below avg. # of energy conservation activities**



Concerned Parents want healthy, beautiful homes, and they like saving money.

- They are very concerned about **indoor air quality** and the **health of their children**.
- While the environment is not a top-of-mind driver, “**preserving the quality of life for future generations**” is an effective message.
- They would choose to make their homes **more beautiful or comfortable over making them more energy efficient**.
- They are likely to say that “**energy-efficient homes have lower utility bills**” is the best message to encourage investment in energy-efficient features.
- They’ll participate in energy conservation activities or buy an energy-efficient product or service “**to save money**” and “**to be responsible and not waste.**”
- They are more likely to be **technology-oriented**, and they believe that **smart/connected home technology makes life easier and adds value to homes**.





Connecting with Concerned Parents

- Connect to their **concern for their kids**, both **short-term (the comfort and health benefits of ENERGY STAR certified homes)** and **long-term: buying an ENERGY STAR certified home helps them do their part to preserve the quality of life for future generations.**
- They want to be **good stewards of their family's money.** Connect by communicating that ENERGY STAR certified homes, by design, are energy efficient. It won't take extra effort to **"avoid wasting energy."**
- Communicate that ENERGY STAR certified homes have **lower utility bills.**
- Make the connection between energy **efficiency and resale value.**
- Position energy-efficient features as beautiful and stylish.

Cautious Conservatives – 17% of Americans

- Slightly more men than women
- **Highest household income (27% have \$100k+)**
- **60% are 55 or older**
- Well-educated
- **Professionals and retirees**
- **Married**
- **Homeowners**
- **More likely in suburban or rural areas**
- Just above avg. # of conservation activities



Cautious Conservatives are driven by saving money and gaining control.

- Their primary purchase drivers are **saving money** and getting **more control over personal energy consumption and costs**.
- They are more likely to respond to messaging that offers **tax incentives and/or utility rebates** to offset the cost of an energy-efficient home/features.
- They strongly **disagree that global warming is occurring** and primarily caused by human activity.
- They're **not as concerned about energy or water** conservation. They think “buying more energy-efficient HVAC equipment allows you to choose more comfortable thermostat settings without increasing your bill.”





Connecting with Cautious Conservatives

- Make the case for the **cost-effectiveness** of energy efficiency (they understand the concept of “**total cost of ownership**”).
- Make the connection between **energy efficiency** and **home value/ROI**.
- Talk about **gaining “control”** over energy consumption and costs.
- Buying an ENERGY STAR certified home means they’re getting the **best equipment, which helps avoid surprises/discomfort** in the future.
- Don’t talk about the environment or climate change!
- Do talk about energy independence.
- Some will be retired or preparing for it, so **managing/minimizing ongoing monthly expenses will be attractive**.

Working Class Realists – 20% of Americans

- Equally likely to be men or women
- Younger, age 18–24
- **Blue-collar**
- Much more likely to be **less educated**
- Much more likely to be **lower income**
- Predominately live in **suburban** areas
- More likely to have **never been married**
- **Renters**
- Low # of conservation activities



Working Class Realists primarily want to save money, but they're also environmentally minded.

- They're very likely to be **first-time homebuyers** and will need an **affordable/starter home**.
- They'll participate in energy conservation activities or buy an energy-efficient product or service both **"to save money"** and **"to preserve quality of life for future generations."**
- They believe **"having an energy-efficient home allows you to live responsibly and not waste energy"**.
- Given a choice though, **they'd rather spend money on making their home more beautiful** (and on other things like travel, clothes, etc.).





Connecting with Working Class Realists

- **This is the least likely group to buy an ENERGY STAR certified home.** Many will always be renters. However, if you are building/selling homes in an affordable “starter community,” they could be buyers.
- Communicate that ENERGY STAR certified homes can help them **better manage their energy consumption/pay their energy bills.**
- Lead with **rebates**, if available. Use them to reduce out-of-pocket costs.
- Communicate that choosing an ENERGY STAR certified home is a great way to “do something” in **support of the environment.**
- They’re willing to **spend money on their home to make it more comfortable**, so highlight an energy-efficient home’s ability to keep them cool in summers and warm in winters.



Take Away

- Different client types have different drivers.
- Speak to what motivates them and you'll close more homes.



A photograph of a house under construction, showing the wooden frame and roof structure. The house is surrounded by a green landscape with trees and a blue sky with clouds. A green semi-transparent overlay covers the middle of the image, containing the text "Value Proposition Exercise" in white. In the foreground, there is a blue tarp and some construction materials.

Value Proposition Exercise



Value Proposition Activity

- Draft a value prop for your assigned profile
- 1-3 sentences
- 1 value prop per table
- You have approximately 5 minutes

Activity #3
Value Propositions

Directions:
Use the wisdom of the crowd to create four ideal value propositions.

<p>Part A: Creation Step 1: Gather into groups based on the client profile assigned by your instructor in Activity #2.</p> <p>Step 2: Take time to individually create a value proposition for your client profile in the space provided below.</p> <p>Step 3: Share your value propositions with your small group and create one ideal value proposition to record on a flip chart or white board to share with the class. Use the notes section on the next page if a flip chart or white board is not available.</p>	<p>Part B: Sharing Step 1: Pick a speaker to share your ideal value proposition with the whole class.</p> <p>Step 2: While groups are sharing, provide feedback by offering what you like or what you'd change to craft the ideal value proposition. If you agree with changes, record changes on your flip chart or white board.</p> <p>Step 3: While other groups are sharing, record their ideal value propositions in the spaces below in this guide.</p> <p>Once complete, you should have ideal value propositions for True Believers, Concerned Parents, Cautious Conservatives and Working Class Realists.</p>
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True Believers:

Concerned Parents:

Cautious Conservatives:

Working Class Realists:

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**Questions?
Feedback?**



ENERGY STAR Certified Homes

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