Speaking Your Customer’s Language

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September 12, 2019
Agenda

• Part 1
  o ENERGY STAR Sales Training Toolkit
  o What’s new in Version 2

• Part 2
  o Shelton Group Energy Pulse Report
  o Client Profiles

• Part 3
  o Value Proposition Exercise

• Q&A
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) Now

www.energystar.gov/mesa

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

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).*
## Updated modules for a more flexible format

| Module 1: | 1. Identify ideal ENERGY STAR clients  
2. Differentiate between:  
   - Average new homes  
   - ENERGY STAR certified homes  
3. Describe the features and benefits |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Activity #1:</strong> Better is Better Video</td>
<td></td>
</tr>
<tr>
<td>Module 2:</td>
<td>4. Craft value propositions for ENERGY STAR</td>
</tr>
<tr>
<td></td>
<td><strong>Activity #2:</strong> Better is Better Brochure</td>
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<tr>
<td>Module 3:</td>
<td>5. Apply a value proposition to a customer profile</td>
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<td><strong>Activity #3:</strong> Value Propositions</td>
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<td>Module 4:</td>
<td>6. Apply value propositions in a role-play scenario</td>
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<td><strong>Activity #4:</strong> Role Play</td>
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</table>
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 mistakenly 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 $40 billion on their energy bills since 1992.
- The ENERGY STAR label can be found on more than 10 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 15-40% 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 million ENERGY STAR certified homes have been built to date.
- Families living in ENERGY STAR certified homes have collectively saved more than $356 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 apartments 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

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

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 "can't miss" view to features not visible once construction is completed—like framing and wall insulation—which help homebuyers better understand and connect with these features. An ENERGY STAR client sign could be positioned alongside wall decals like these to connect the visual with benefits and features of ENERGY STAR certification.

![Example Wall Decals](image-url)
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
To enjoy the ENERGY STAR benefits, your new home was designed to provide both well-maintained homes on the market. After ENERGY STAR certified homes are applied to a new home construction, their results are built back on the market, and you’re likely to see lower energy bills.

Before you move in,

Best Practices to Make the Most of Your Home

LIGHTING
Cleaned to 90 percent of recommended standards with high-quality lighting throughout your home. Lighting cleaning also helps to make your home more energy-efficient.

ASH FILTER
Air filters designed to capture particles, which include the amount of dust or pollution they contain. A cleaner filter reduces the amount of energy your system needs to work and keeps your AC unit operating at peak efficiency.

SWITCH THERMOSTAT EXPERTS
ENERGY STAR certified thermostat is programmable. Most residential systems use 80-90 percent of their energy, which you can control by adjusting the temperature in your home.

OUTSIDE HURRICANE EDITION
Did you know that, in the average U.S. home, 30 percent of the地下室 heating and cooling systems chill out the products are off by the 10% level, or sample power of what’s available in that 80% of your power. Reason for this is on every power, including the power used to charge your electric vehicle, your refrigerator, and other devices that you use on a daily basis.

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/homespartners
My ENERGY STAR Account | www.energystar.gov/myaccount
My ENERGY STAR Partner | www.energystar.gov/partners
Frequently Asked Questions & Answers | www.energystar.gov/faq
Tax Credit Information | www.energystar.gov/taxcredits

Marketing and Educational Resources

Resource | Where to go for more information
--- | ---
Marketing Resources | www.energystar.gov/newhome/marketing
Education Resources | www.energystar.gov/newhome/education
ENERGY STAR Label and Identity Guidelines | www.energystar.gov/labs
ENERGY STAR Webcasting Policy | www.energystar.gov/webcasting
ENERGY STAR Brand Book | www.energystar.govbrandbook
ENERGY STAR New Homes Fact Sheets | www.energystar.gov/newhomesfactoid
Webcast Calendar | www.energystar.gov/webcasts
calendars
ENERGY STAR Awards | www.energystar.gov/awards

Other EPA Programs

Program | Where to go for more information
--- | ---
Indoor AirPLUS | www.epa.gov/iaplus
WaterSense | www.epa.gov/watersense

ENERGY STAR Certified Homes MARKETING TOOLS

ENERGY STAR Logos
ENERGY STAR Logos are available on our site, and logo tools can be found on the logos tab. For more information on using the ENERGY STAR logo, please visit the ENERGY STAR logos page for more information.

Blogger in Residence
Blogger in Residence programs are available to anyone who is interested in promoting energy efficiency. These programs are open to all ENERGY STAR partners and are designed to provide additional content and support.

LEARN MORE AT energystar.gov
Fact Sheets

ENERGY STAR Certified Home Features

A Complete Thermal Enclosure System

AV Testing

Eliminating Energy Loss and Improving Comfort

Home Features

Insulation and Cooling System

Water Management System

Home Appliances

 attections and Testing

Displaying and Examining

Consumer Protection Agency (CPA)

EPA

Fact Sheets

Fact Sheets

Fact Sheets

Fact Sheets

Fact Sheets

Fact Sheets

Fact Sheets

Fact Sheets
Shelton Group’s Energy Pulse Report

Age + Education + Income + Homeownership + Attitudes + Behaviors
69% say higher energy efficiency would cause them to choose one new home over another.

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

- Energy-efficient homes have lower utility bills.
- Having an energy-efficient home helps you avoid wasting money and natural resources.
- An energy-efficient home allows you to set your thermostat to a more comfortable setting without increasing your utility bill.
- An energy-efficient home is a more comfortable home, with fewer drafts and consistent temperatures in all rooms.
- An energy-efficient home gives you more control over energy consumption and future price increases.
- Energy-efficient features can improve resale value as much as, if not more than, cosmetic upgrades.

Data Source: Shelton

*New in 2017*
Research-Driven Client Profiles

- Concerned Parents: 41%
- True Believers: 22%
- Cautious Conservatives: 17%
- Working Class Realists: 20%
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**.

Data Source: Shelton
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.
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
Questions?
Feedback?
ENERGY STAR Certified Homes

Web:
Home:  www.energystar.gov/newhomespartners
Technical: www.energystar.gov/newhomesrequirements
MESA: www.energystar.gov/mesa

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