



Utilizing the ENERGY STAR Sales Training Toolkit

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April 2, 2019



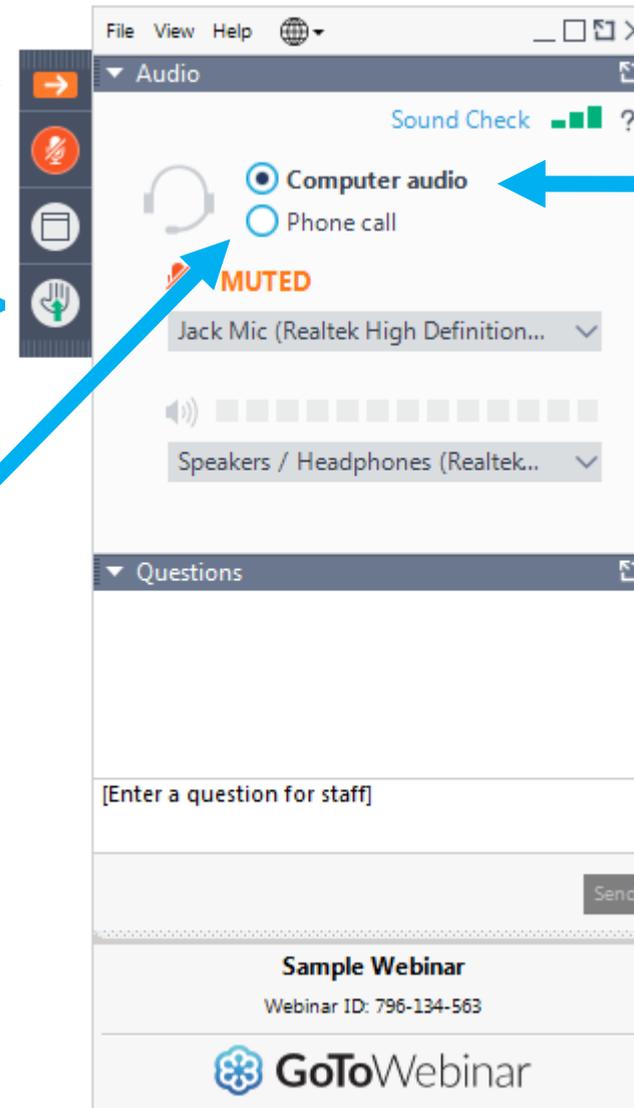
Tips for Participating in GoToWebinar

Use this button to expand or minimize your toolbar at any time.

Use this button to indicate your response to Agree/Disagree and Y/N questions.

If you are using your telephone:

- Select “Phone Call” button
- Dial in and enter your access code
- Enter your audio pin and press #



If you will listen in using the speakers on your computer:

- Select the “Computer Audio” button
- Unmute your desktop
- Click on [Audio Setup](#) if you’re having any difficulty.

Everyone will be muted, but you can type in questions at any time and we’ll answer them at the end of the presentation.



Agenda

- Using the Toolkit
- What's new in Version 2
- Client Profiles Overview
- Activities in the toolkit
- Q&A

A photograph of a house under construction. The image shows the wooden frame of the roof and the lower walls. A large green semi-transparent rectangle is overlaid across the center of the image, containing the text "Poll Questions" in white. The background shows a blue sky with white clouds and a green landscape with trees and a red tractor in the distance.

Poll Questions



Using the Sales Training Toolkit

Utilizing the Toolkit: Builders and Developers

Why use the Sales Training Toolkit?

- Market Distinction
- Energy-efficient & green 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**



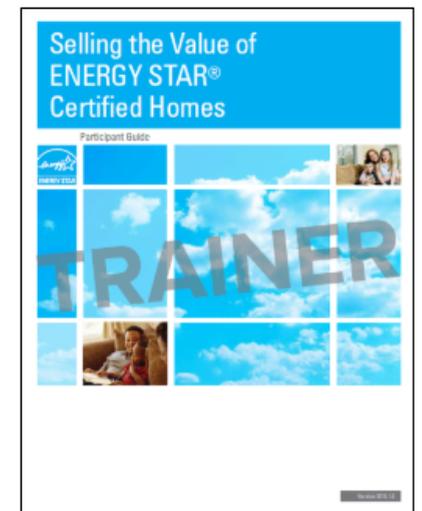
ENERGY STAR Certified Homes Builder's Sales Kit

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**

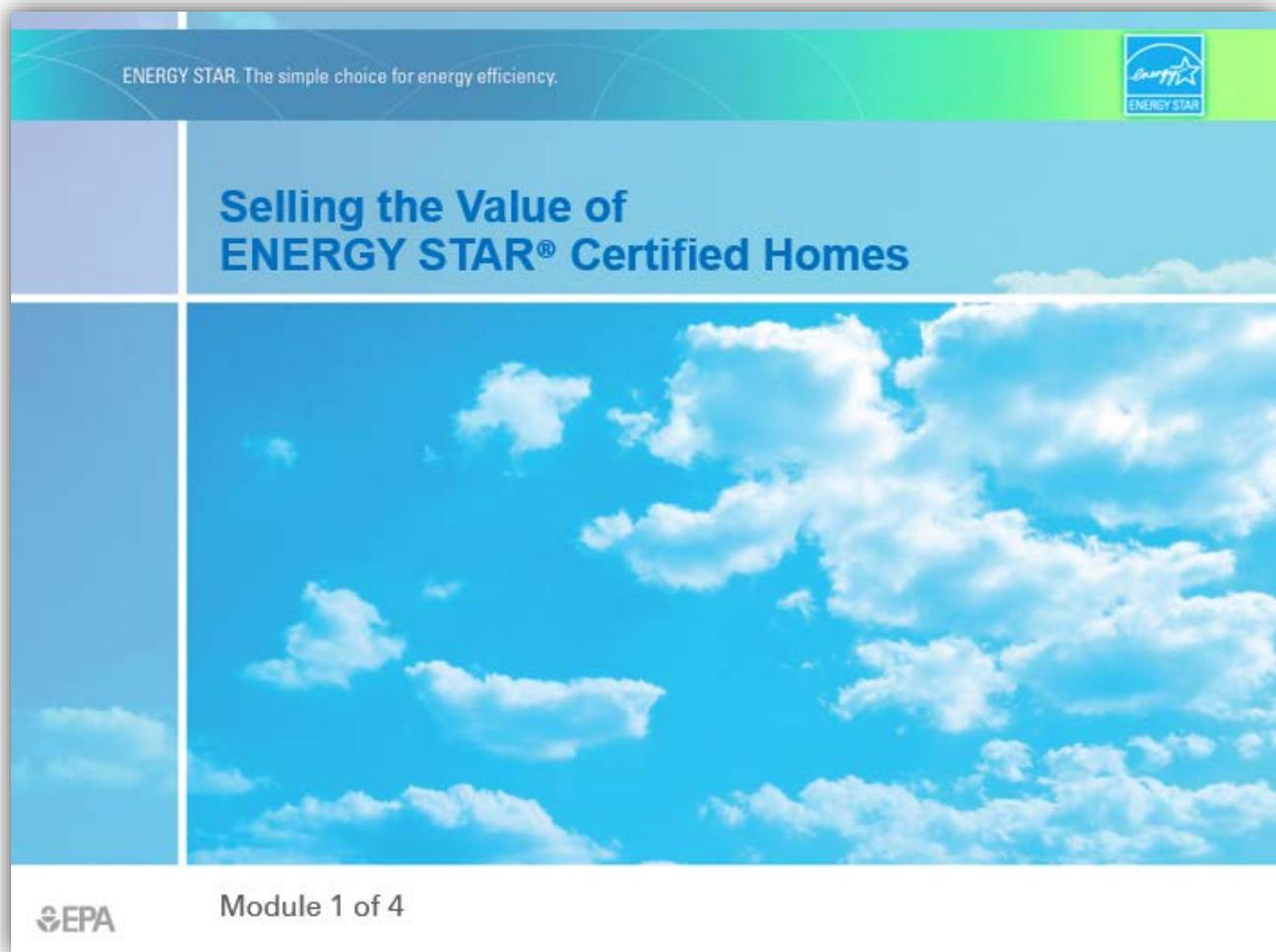
www.energystar.gov/mesa

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

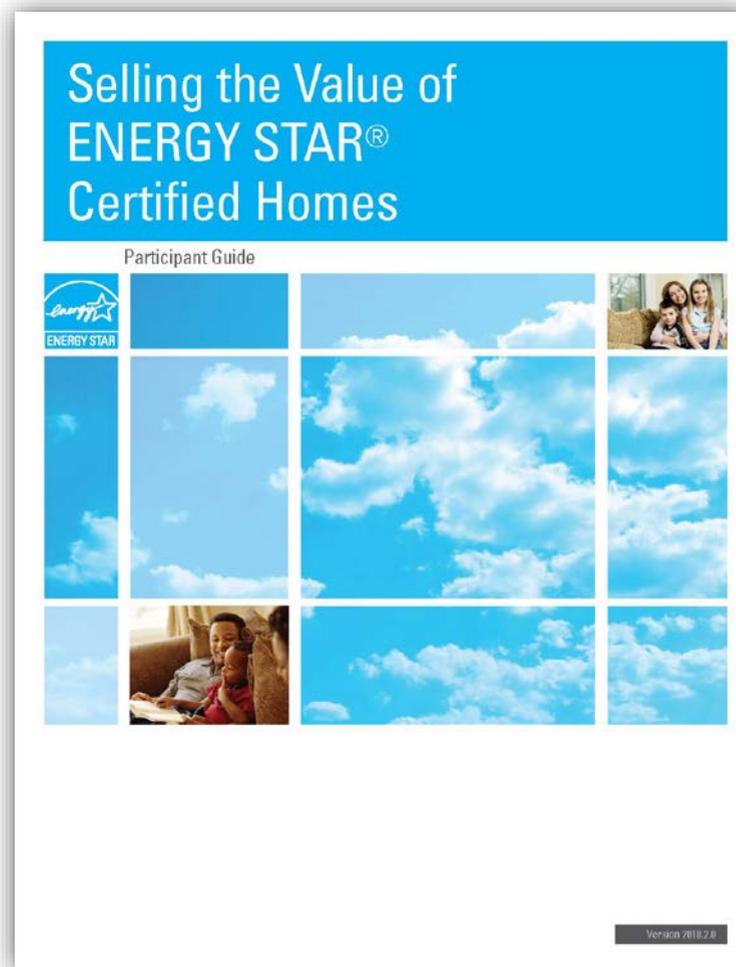


3 Key Resources To Host a Training

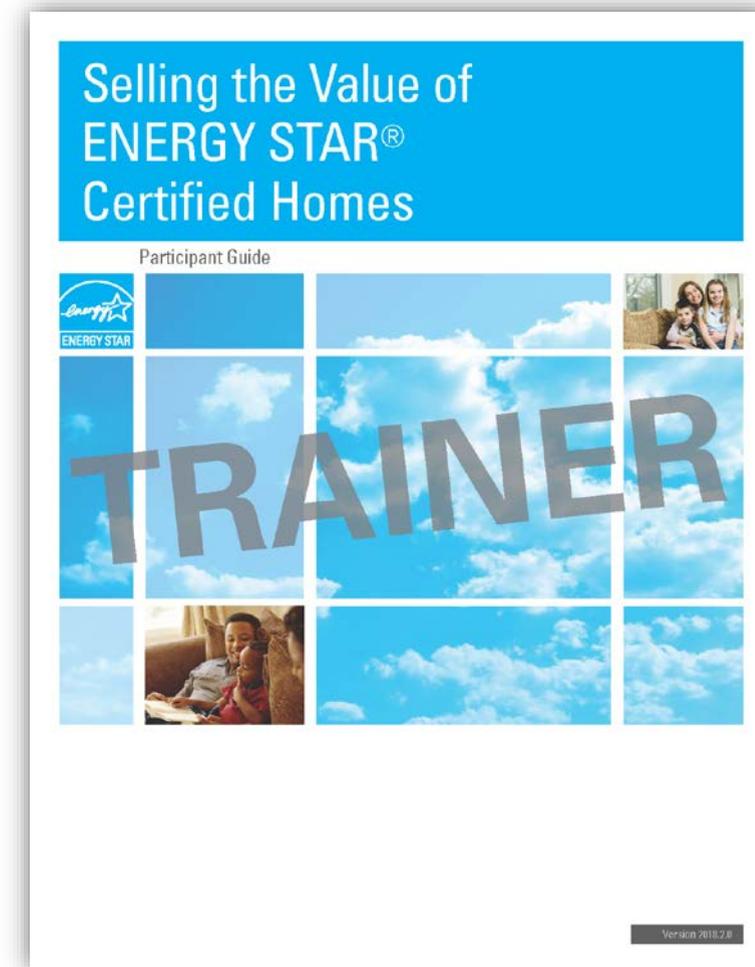
1. PowerPoint Slides



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).

Note to Trainer:

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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 <i>Activity #1: Better is Better Video</i>
Module 2:	<ol style="list-style-type: none">4. Craft value propositions for ENERGY STAR <i>Activity #2: Better is Better Brochure</i>
Module 3:	<ol style="list-style-type: none">5. Apply a value proposition to a customer profile <i>Activity #3: Value Propositions</i>
Module 4:	<ol style="list-style-type: none">6. Apply value propositions in a role-play scenario <i>Activity #4: Role Play</i>



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 appreciate 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

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

KEY RESOURCES FOR ENERGY STAR HOMES PARTNERS

ENERGY STAR Certified Homes MARKETING TOOLS

Fact Sheets

- Star to Star Brochure - This consumer brochure builds on the floor, and allows you to insert your company logo, name, and additional company information.
- Star to Star Banner - Add your company logo to add value to your company's sign.
- Consumer Video - Full length and 30 second versions of the Consumer Video can be ordered by adding to your company logo at the end of the video.
- Star to Star Signage - Download these materials, then follow the instructions provided for co-branding.

Go the Web

Go the Web partners are listed on ENERGY STAR's website, where home buyers can find the most up-to-date information on ENERGY STAR certified homes. Go the Web partners can also benefit from the marketing tools and resources available on the website.

ENERGY STAR Certified Home Features

A Complete Water Management System

Efficient Lighting and Appliances

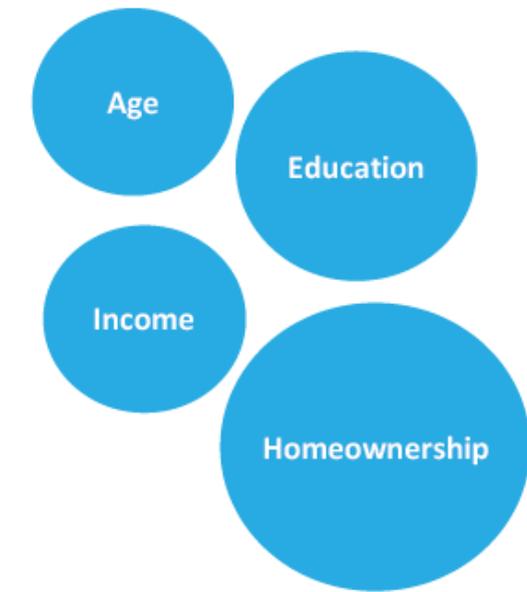
Independent Inspections and Testing

A Complete Thermal Enclosure System

A Complete Heating and Cooling System



Client Profiles Based on Market Research



True Believers

- High-income, well-educated professionals.
- Driven by quality/brand.



Concerned Parents

- Middle-income buyers, often married with children.
- Driven by concern for family.



Cautious Conservatives

- Older professionals and retirees; majority 60+ years old.
- Desires to be comfortable and not waste resources.



Working Class Realists

- Younger, lower-income buyers; often blue-collar.
- Driven by affordability.

Profile of people who've purchased certified energy efficient homes, 2015-2017



- More likely to be ages 25–44
- Likely to have children under 18 in the household
- Well-educated, with a bachelor's degree or higher
- Water and energy conservation are significantly more likely to be important to them in the way it affects their daily purchase choices and activities
- They are significantly more likely to be concerned about the environmental impact of their energy use, and to be anxious about climate change
- Significantly more likely to have purchased ENERGY STAR appliances, windows, air conditioning system, and electronic products



Client Profiles – True Believers



- Most are 45 or older
- Equally likely to be men or women
- More likely to be white-collar workers, professionals, and retired
- More likely to have a high household income (\$75k+)
- More likely to not have children under 18 present in the household
- Environmentalists

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



- They're **very concerned about climate change** and are extremely likely to 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 biggest energy concern is the **environmental impact of their energy use**.
- “**Having an energy-efficient home is one way to help improve the environment**” is one of their favorite messages.

Connecting with True Believers



- Communicate that an **ENERGY STAR certified home purchase offers an important opportunity to embrace/live out their environmental values.**
- They are quality/brand driven. Communicate that ENERGY STAR certified homes are **higher-quality homes.**
- 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.**
- **Communicate YOUR environmental initiatives** and message around protecting the environment and saving natural resources. They are the most likely to want an **overall ENERGY STAR certification for their home.**



Sales Training Toolkit Activities



Activity #2: Better is Better Brochure

Activity #2 Better is Better Brochure

Directions:

Your instructor will assign the following profiles: True Believer, Concerned Parent, Cautious Conservatives and Working Class Realists to individuals or to small groups depending on class size. In this activity read through the Better is Better brochure on pages 13-18 and underline words or phrases you believe will resonate with a particular client profile. For example, if you are in a group representing True Believers, you'll underline all words or phrases that you feel will resonate with that client. Once you've finished, discuss your answers with your group or with the instructor.



Directions:

The instructor will assign you the following client profiles

- True Believers
- Concerned Parents
- Cautious Conservative
- Working Class Realists

Read through the Better is Better brochure and underline the words/phrases you feel will resonate with your assigned client profile.

Once you've finished, discuss your answers with your group or with the instructor.



Activity # 3 Value Propositions

Activity #3
Value Propositions

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

Part A: Creation
Step 1: Gather into groups based on the client profile assigned by your instructor in Activity #2.
Step 2: Take time to individually create a value proposition for your client profile in the space provided below.
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.

Part B: Sharing
Step 1: Pick a speaker to share your ideal value proposition with the whole class.
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.
Step 3: While other groups are sharing, record their ideal value propositions in the spaces below in this guide.
Once complete, you should have ideal value propositions for True Believers, Concerned Parents, Cautious Conservatives and Working Class Realists.

True Believers:

Concerned Parents:

Cautious Conservatives:

Working Class Realists:

Selling the Value of ENERGY STAR Certified Homes | 19

Goal:

Use your experience, creativity, and knowledge of ENERGY STAR to create four ideal value propositions.

Value Proposition Definition:

A statement that convinces a potential consumer that one particular product or service will offer more value than other similar offerings.

Example: iTunes

iTunes is the best way to organize and enjoy the music, movies, and TV shows you already have — and shop for the ones you want to get. You can even tune in to free, on-demand music stations that have been totally revamped by our Apple Music experts. Enjoy all the entertainment iTunes has to offer on your Mac and PC.



Activity #4 Role Play

Activity #4 Role Play

Directions:

During this activity you will be working in pairs to role play meeting a client for the first time. If you are playing the role of the sales agent, your job will be to convince the client to pursue the purchase of an ENERGY STAR certified home. If playing the client, your job will be to represent a potential ENERGY STAR certified home client.

See directions below for specific steps:

1. Find a partner.
2. Choose who will play the sales agent first.
3. Use table below for hints on preparation for this activity.
4. Role play.
5. Switch roles when complete with the first role play.



Population Breakdown by Client Profile
Source: The Shelton Group Energy Pulse Report, 2017 edition

Sales Agent Role	Client Role
Think of questions that will start the conversation about client values. Ask questions like: - What do you like about your current home? - What do you know about ENERGY STAR certified home? - What would you like to change about your current home?	Pick the role of either a typical ENERGY STAR certified home client or the health-oriented ENERGY STAR certified home client.
Be sure to confirm you understand the client's values by repeating back what you heard. This can be as simple as, "From what I understand you're looking for a house that is more comfortable than the one you're in today."	Do your best to represent the values of one of the two ENERGY STAR certified home client types.
Review your recently created value propositions.	Decide whether the sales agent has convinced you to pursue the purchase of an ENERGY STAR certified home.
Stop after you feel you have convinced the client to pursue the purchase.	Let the sales agent know if you decide to pursue the purchase of an ENERGY STAR certified home.

Activity #4 Scoring Matrix

Directions:

The matrix below is a convenient way to rate the sales agent's performance both in the classroom and the field. For this final activity, take some time to rate the sales agent's performance and provide a score and feedback.

Scoring Matrix			
1 point <i>(Did not meet objective)</i>	2 points <i>(Partially met objective)</i>	3 points <i>(Fully met objective)</i>	Score & Feedback
1. Used active listening to identify client values			
<input type="checkbox"/> I didn't know whether my values were understood.	<input type="checkbox"/> I felt like the sales agent understood my values through cues, like nodding their heads, yet it was never confirmed.	<input type="checkbox"/> The sales agent confirmed they understood my values by repeating my values back to me.	
2. Aligned benefits to client values and explained in simple terms			
<input type="checkbox"/> No benefits were mentioned, only features.	<input type="checkbox"/> Benefits were discussed, yet they did not relate closely to my values or were confusing.	<input type="checkbox"/> Benefits were discussed in simple terms and aligned with my values.	
3. Explained features supporting ENERGY STAR Certified Home benefits in simple terms			
<input type="checkbox"/> Features were discussed yet I didn't understand them.	<input type="checkbox"/> Features were discussed yet I only partially understood them and how the features would benefit me.	<input type="checkbox"/> Features were discussed in simple terms and I understood their benefit to me.	
4. Used a conversational and easy-to-understand tone when explaining the value of an ENERGY STAR Certified Home to me			
<input type="checkbox"/> The conversation sounded "canned" or like someone was reading from a script.	<input type="checkbox"/> Parts of the conversation were conversational.	<input type="checkbox"/> The discussion had a conversational tone like I was talking to a friend.	
5. Used a convincing value proposition to engage me in pursuing the idea of buying an ENERGY STAR Certified Home			
<input type="checkbox"/> I am not convinced of the value of buying an ENERGY STAR certified home.	<input type="checkbox"/> I'm interested yet not convinced an ENERGY STAR certified home has value to me.	<input type="checkbox"/> I'm convinced an ENERGY STAR certified home has value to me and choose to pursue the idea of purchasing an ENERGY STAR certified home.	
Add your score			<input type="text"/> /15

Directions: During this activity you will be working in pairs to role-play meeting a client for the first time.

If playing the client, your job will be to represent one of the profiles for a homebuyer.

If you are playing the role of the sales agent, your job will be to convince the client to pursue the purchase of an ENERGY STAR certified home.

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 Question" in white. The background shows a clear blue sky with some clouds and a lush green landscape with trees and a small red tractor in the distance.

Poll Question



Any questions?

The image shows a GoToWebinar interface. On the left, there is a system tray area with an 'Audio' window and a 'Questions' window. The 'Audio' window shows 'Computer audio' selected, a 'MUTED' indicator, and a volume slider. The 'Questions' window is expanded to show a text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button. A callout box on the right points to the input field with the text 'Submit questions here'.



ENERGY STAR Certified Homes

Web:

Home: www.energystar.gov/newhomespartners

Technical: www.energystar.gov/newhomesrequirements

MESA: www.energystar.gov/mesa

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