



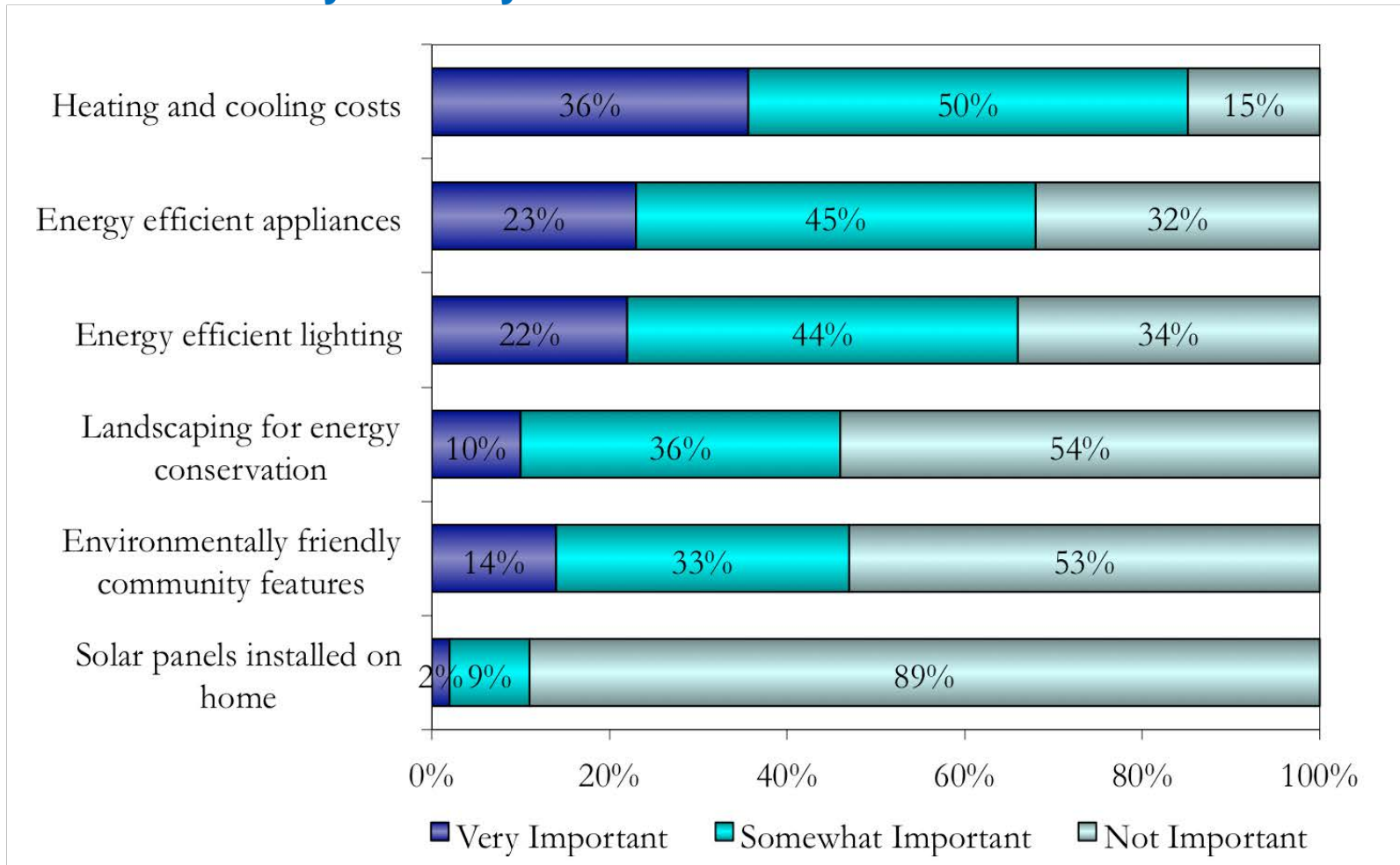
Leverage the Power of the ENERGY STAR Brand

Sales Training Toolkit for ENERGY STAR Certified Homes

Cindy Wasser, ICF



Environmentally Friendly Features Preferred in Homes



Awareness
now exceeds

85%

and preference
is growing



What is it and why was it created?

- The ENERGY STAR Program received feedback from partners that sales people have difficulty in communicating the value of ENERGY STAR to prospective homebuyers.
- EPA has created a sales training kit designed to help sales staff of ENERGY STAR builders communicate the value that energy efficiency brings.
- It's intended to be delivered by a sales manager who knows their sales staff well and knows their pain points.
- Customizable



How to Use It

- The training consists of two 1-hour long modules:
 - Can be completed all at once or in two sessions
 - Designed to be presented during your regularly scheduled sales meetings
- Many resources are provided to help the trainer implement the training.





The Resources

1. **Trainer's Guide** that provides the course agenda, learning objectives and step-by-step instructions on how to prepare for the training.
2. **Pre-course Assignment** to ensure that participants understand key information prior to the training.
3. **Participant Guide** combined with four in-class activities and an optional field activity.
4. **Participant Guide: *Trainer's Version*** to assist in facilitation of activities.
5. **PowerPoint** with speaker's notes providing the point of each slide and optional narration.
6. **Optional Q&A** to test participants
7. **Certificate of Completion**



How to Obtain Your Copy Today!

- Log into your “My ENERGY STAR Account” at www.energystar.gov/mesa.

- If you don't have access, please email us at energystarhomes@energystar.gov.



[Return to the MESA Welcome Screen](#)

ENERGY STAR Certified Homes Builder's Sales Kit Welcome Letter

Welcome

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

The goal of the two-hour course is to apply customized value propositions to various client profiles to ultimately sell more ENERGY STAR certified homes. The class participants will use a [Pre-course Assignment](#) and [Participant Guide](#) combined with four 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: Trainer's Version](#) to assist in facilitation of activities.
3. [PowerPoint](#) with speaker's notes providing the point of each slide and optional narration.
4. Optional 8-question [quiz](#) to test the participants.
5. [Certificate of completion](#) to provide to participants who have successfully completed the training.

This kit is to be used in combination with your knowledge of selling and the ENERGY STAR Certified Homes Program product. Although the focus of the training is on selling ENERGY STAR certified homes, the core concepts can be applied to the sale of any home.

Thank you for your support of the ENERGY STAR Certified Homes Program.

Sincerely,

The ENERGY STAR Certified Homes Team



Selling the Value of ENERGY STAR® Certified Homes



Trainer's Guide



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Version 2014.C.9

Trainer's Guide

- Course Overview
- Training Goal
- Audience
- Timing
- Learning Objectives

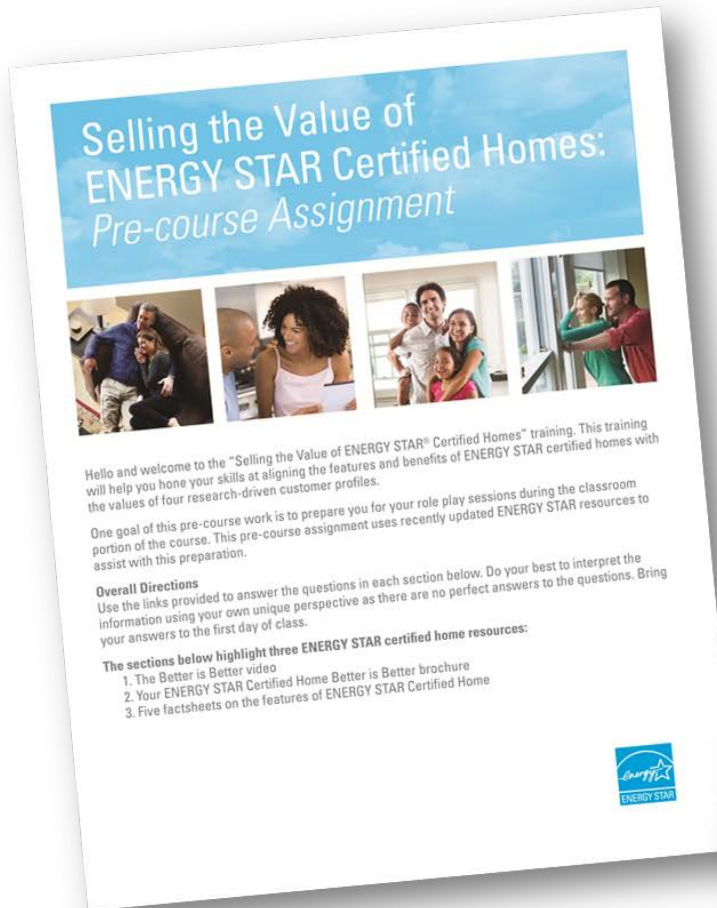
- Learning Objective
 - Activity Description
 - Length of time

- Preparation Suggestions – 2 weeks out to day of



Pre-course Assignment

- Consumer Video, Fact Sheets, & Brochure





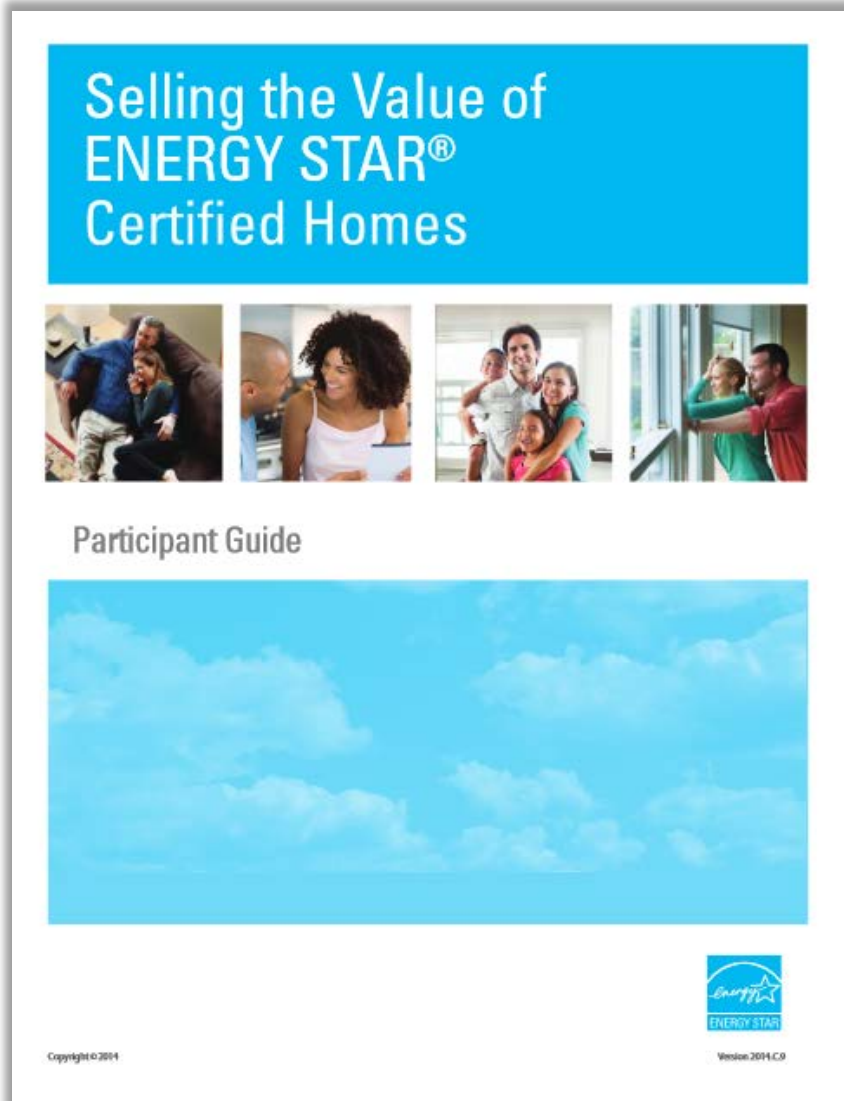
Four Research-Driven Profiles

- The Shelton Group is a marketing communications agency entirely focused in the energy and environment space. Each year, they conduct a nationwide research study that results in the Annual Energy Pulse Report.
- Using data from Energy Pulse Report, Shelton Group has developed a consumer segmentation methodology that has produced consistent results for eight years and has been vetted by Penn State University.
- It utilizes demographic, attitudinal and behavioral characteristics to identify four distinct groups found in the U.S. population.





Participant Guide



- 38-page document that serves as a guide throughout the 2-hour training for the participant. Also acts as a key takeaway and reference later.

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Participant Guide – Trainer's Version

Selling the Value of ENERGY STAR® Certified Homes



Participant Guide: Trainer's Version



Version 2014.C.0

- Same content as the Participant Guide but also includes callout boxes with helpful notes to the trainer.

Note to Trainer:

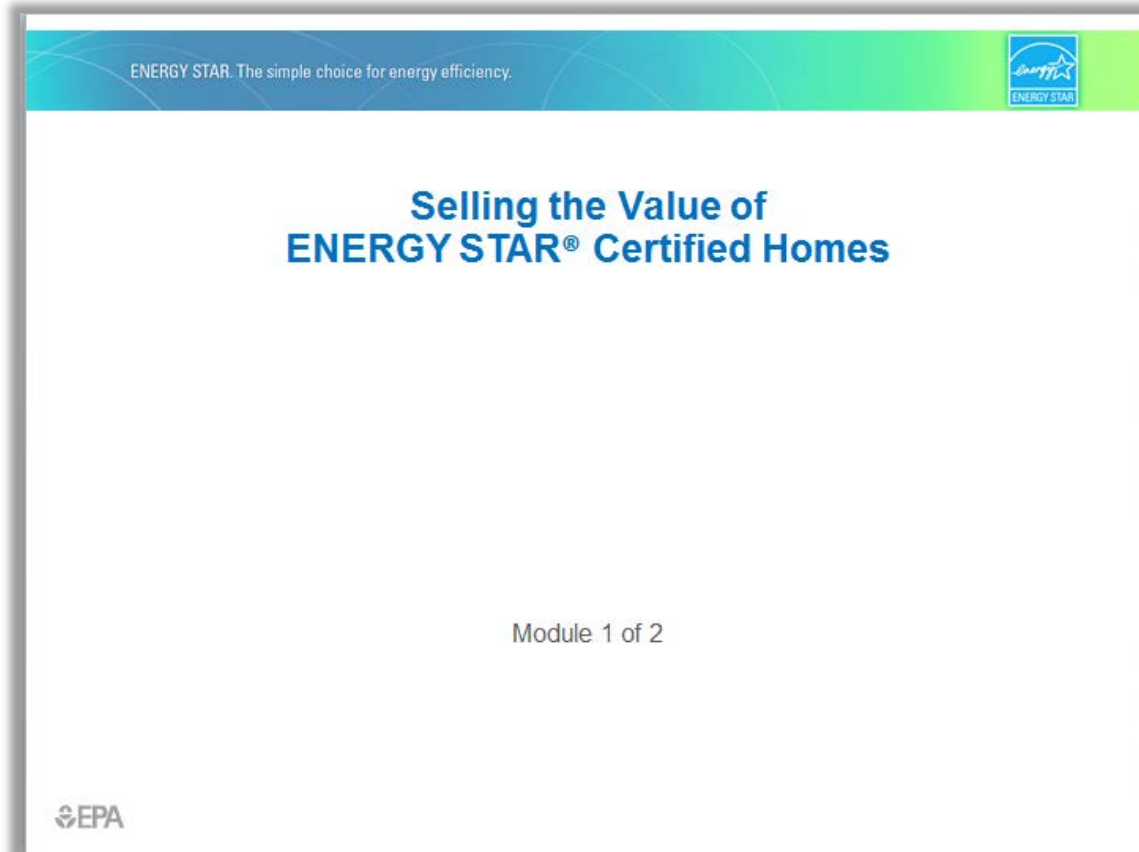
Be sure to read the activity directions first and answer any questions. After this is done let the participants know that the directions are also in their participant guides if they need to reference them.

Note to Trainer:

This course refers to four client profiles for simplicity. The profiles are only guides and do not 100% represent any one client.



PowerPoint with Narrative for Each Slide





Slides with Narrative

ENERGY STAR. The simple choice for energy efficiency.

Profile of people who've purchased certified energy efficient homes, 2011-2013

- Somewhat more likely to be men
- More likely to be 25–34
- Married
- Slightly more likely to have children under 18 in the household
- Well-educated, with a bachelor's degree or higher
- Affluent, with a household income of \$75k+
- Mostly white, but Hispanics over-index

EPA

N=197
Shelton

Narrative: Shelton Group asked Energy Pulse respondents if they had purchased a certified energy-efficient home built to ENERGY STAR® or other program standards. This is the combined profile of respondents who answered “yes” in 2011, 2012 and 2013.

Note: “Over-index” means that they are more likely than average to have this characteristic.

Source: Shelton Group Energy Pulse 2013



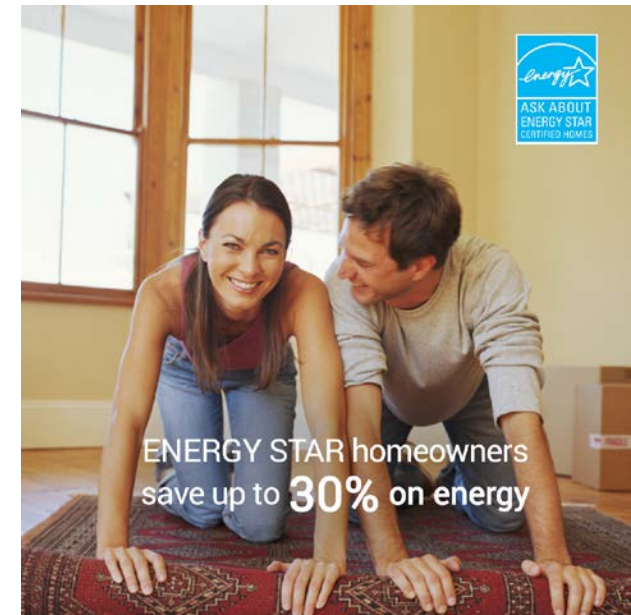
Quiz

- 8 multiple choice questions and answers that be can used to test the knowledge of your sales staff upon completion of the training.
- Optional

ENERGY STAR Certified Homes

Sales Training Quiz

1. An ENERGY STAR certified home exceeds building code minimum requirements. You can achieve savings between _____ in an ENERGY STAR certified home when compared to a typical new home.
 - a. 0 – 15%
 - b. **15 – 30% (CORRECT ANSWER)**
 - c. 45 – 60%
 - d. 75 – 90%



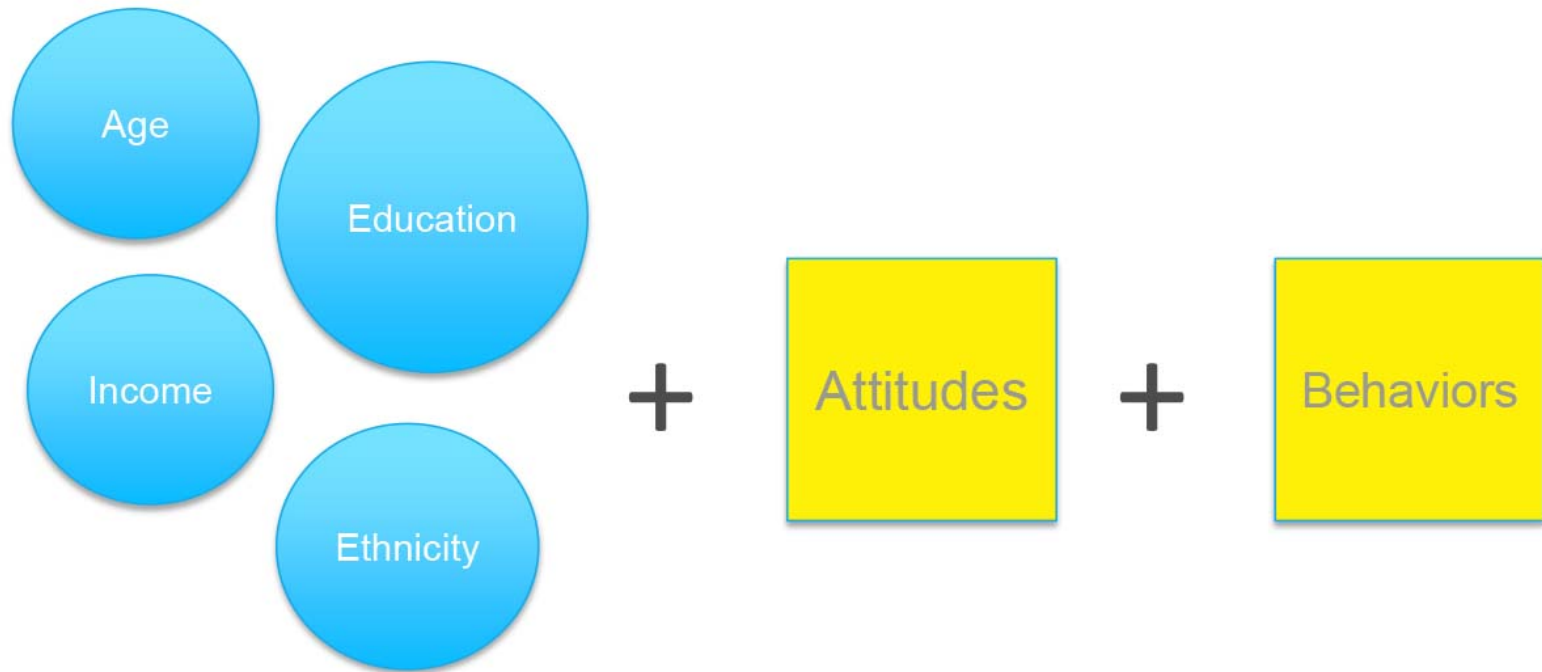


Certificate

 <p>ASK ABOUT ENERGY STAR CERTIFIED HOMES</p>	<h1>ENERGY STAR Certified Homes</h1>				
<p>Sales Training Course</p> <h2>Certificate of Completion</h2> <p>This certificate is awarded to:</p> <hr/> <p>For successfully completing the ENERGY STAR Certified Homes sales training.</p> <table border="0" data-bbox="407 1162 1514 1272"><tr><td data-bbox="407 1162 935 1239">Date of Completion</td><td data-bbox="987 1162 1514 1239">Trainer Signature</td></tr><tr><td data-bbox="407 1239 935 1318">Company Name</td><td data-bbox="987 1239 1514 1318">Date</td></tr></table>		Date of Completion	Trainer Signature	Company Name	Date
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Shelton segmentation ...





Profile of people who've purchased certified energy efficient homes, 2011-2013

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- Well-educated, with a bachelor's degree or higher
- Affluent, with a household income of \$75k+

N=197



True Believers – 20% of Americans

- Most are between 35 and 64 years old
- Equally likely to be men or women
- White-collar and professionals
- Very well-educated
- High income (\$75k+)
- Homeowners
- Married
- Environmentalists
- Highest # of energy conservation activities (10)

They're knowledgeable about the environment and want to preserve natural resources.

- They're very concerned about **climate change**.
- They **choose making their home more energy efficient over making it more comfortable or beautiful**.
- **Water conservation is also important to them**, and they make the connection that water-efficient fixtures and appliances can very much impact their home's energy bill.
- **"To protect the environment and save natural resources" is their top reason to participate** in energy conservation activities or buy an energy-efficient product or service.
- **"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 commitment**, e.g., construction site water runoff mitigation, waste reduction practices, etc.



Concerned Parents – 32% of Americans

- Somewhat more likely to be women (61%)
- Age 18–44
- White-collar and homemakers
- Average income
- Some college or bachelor's
- Married with children
- Somewhat less likely to currently own home
- Below avg. # of energy conservation activities (5)

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

- They would choose to make their homes more **beautiful** or **comfortable** over making them more energy efficient.
- 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 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.**”





Connecting with Concerned Parents

- Make the connection between energy **efficiency and resale value**.
- Communicate that ENERGY STAR certified homes have **lower utility bills**.
- They're really busy, but feel guilty if they're not being responsible and a **good steward of their family's money**. Connect to this by communicating that ENERGY STAR certified homes, by design, are energy efficient. It won't take extra effort to "**avoid wasting energy**."
- 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**.
- Position energy-efficient features as **beautiful and stylish**.



Cautious Conservatives – 19% of Americans

- Slightly more men than women
- Highest income (37% \$100k+)
- Half are 55+
- Well-educated
- Professionals and retirees
- Married
- Homeowners
- Driven by ROI
- Just above avg. # conservation of activities (7)

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**. In fact, they're the only group that agrees that “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 (and they grasp the concept of “total cost of ownership”).
- Make the connection between **home value** and **energy efficiency**.
- Message around **gaining “control”** over energy consumption and costs.
- Buying an ENERGY STAR certified home means they’re getting the **best equipment**, which will help avoid surprises/discomfort in the future.
- Don’t talk about the environment or climate change!
- Do talk about **energy independence**.
- Some will be staging for or be in retirement, so **managing/minimizing ongoing monthly expenses will be attractive**.



Working Class Realists – 29% of Americans

- Men and women
- Age 18–34
- Blue-collar
- Lower income
- Less educated
- Single
- Renters
- Primarily urban
- Low # of activities (3.5)

Their primary driver is saving money, but they're also environmentally minded.

- They're very likely to be first-time homeowners 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 are more likely to believe **"having an energy-efficient home allows you to live responsibly and not waste energy"** is the best message to encourage a homeowner to spend money on energy-efficient features.
- Given a choice, 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 group least likely 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, and 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.**

Conclusion:

- “One-size-fits-all” mentality for energy efficiency messaging simply does not work.
- Different client types have different drivers.



For more information:

Partner Web Site: www.energystar.gov/newhomespartners

Consumer Web Site: www.energystar.gov/newhomes

My ENERGY STAR Account (MESA): www.energystar.gov/mesa

Pinterest: www.pinterest.com/energystar/energy-star-certified-new-homes/

LinkedIn: www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000



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ENERGY STAR
homeowners have saved
\$4.7 BILLION
on utility bills since 1995

