



# Using the ENERGY STAR for Homes Sales Toolkit Version 1.1

Quick Reference Guide



Create customized sales and marketing materials to enhance sales of your ENERGY STAR qualified homes.

## Setting Up

**Minimum System Requirements:** To use the ENERGY STAR Sales Toolkit, you will need to have Windows 98 and Microsoft Word installed on your computer.

**Installation:** If you have a CD-ROM copy of the Sales Toolkit:

- 1) Insert it into your computer's CD-ROM Drive.
- 2) Open CD-ROM folder and double click on the file named "ENERGY STAR Sales Toolkit Installation."
- 3) Follow the prompts and make sure the files extract to "C:\ENERGY STAR Sales Toolkit."

If you downloaded the Sales Toolkit from the Internet:

- 1) Double click the file named "ENERGY STAR Sales Toolkit Installation."
- 2) Follow the prompts and make sure the files extract to "C:\ENERGY STAR Sales Toolkit."

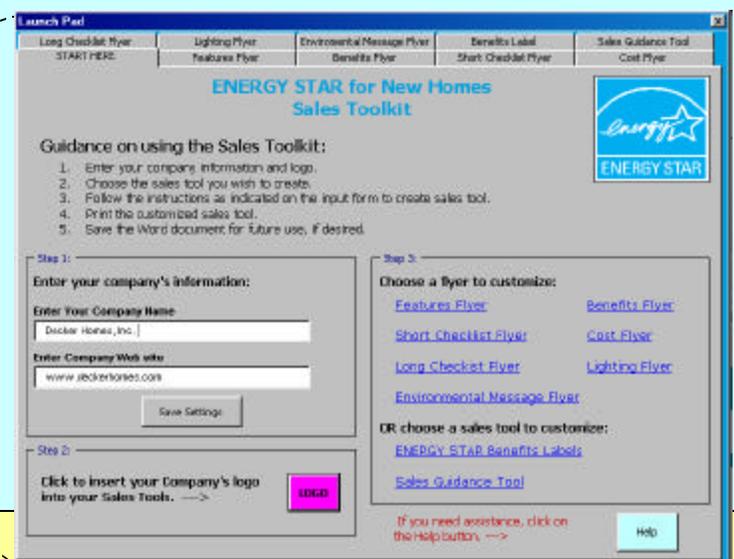
### Screenshot of Sales Toolkit Start Page



## Getting Started

- 1) Open the file "Launch Sales Toolkit.doc" in the "C:\ENERGY STAR Sales Toolkit" folder.
- 2) Enable your macros. If you are not prompted to enable macros, go to Tools → Macros → Security and set the Security level to "Medium." Close Microsoft Word and re-open the "Launch Sales Toolkit" document.
- 3) Read the instructions and click the start button to begin creating customized sales and marketing tools.

### Sales Toolkit Primary Input Form



## Creating Customized Marketing Materials

### Begin Customization:

Customize your marketing materials by entering your company's name, Web site address and logo. You need to have your company's logo saved on your computer to use the tool. If you do not insert your company's logo, you will not be able to create customized marketing and sales materials.

## Creating Customized Marketing Materials (cont.)

### Sales Flyers:

The Sales Toolkit offers seven different marketing flyers. Choose a flyer to customize by clicking on the desired flyer on the "Start Here" tab. Follow the specific directions for each flyer to insert pictures, highlight features and benefits, add background images and customize text.

### Benefits Labels:

You can choose from seven different labels to customize with your own text and images. The Sales Toolkit includes an image library and the ability for you to add your own images. The Benefits Labels are designed to highlight the ENERGY STAR benefits of your home by being displayed right next to the specific features in your model home.

### Sales Guidance Document:

The ENERGY STAR for Homes Sales Guidance Document will help educate your sales staff about the features and benefits of ENERGY STAR qualified homes and teach them how to talk about ENERGY STAR to your customers. The Sales Toolkit allows you to choose from a list of ENERGY STAR features and benefits, and leaves room for you to add additional features of your homes for your sales staff to highlight.

## Editing, Saving and Printing

### Editing:

Once an output (flyer, benefits label, or sales guidance document) is created, you can edit it just as you would any Microsoft Word document. For example, you can resize images, add punctuation, and perform a spelling and grammar check.

### Saving:

Save your output files for future use just like you would save any other Word document. Be sure to save it to a convenient place on your computer using a new file name.

### Printing:

Print your outputs just like you would any other Word document. For best results, print your outputs on a color laser or inkjet printer. If you don't have a color printer and you want to print your flyers in color, you can save your outputs to a disk and bring them to a print shop. Benefits Labels look best and are most functional when printed on heavy cardstock.

## Sample Checklist Flyer from the Sales Toolkit

The flyer is for XYZ Home Builders, Inc. and lists features of their ENERGY STAR qualified homes. It includes a table comparing XYZ Home Builders, Inc. to Other Builders across various features. The features listed are: High Efficiency Air Conditioner, High Efficiency Furnace, R-38 Attic & R-19 Wall Insulation, High Performance Windows, Duct Sealing & Insulation, Tight Construction, Programmable Thermostat, High Efficiency Furnace & Water Heater, Independent Verification, and The ENERGY STAR Label. The XYZ Home Builders, Inc. column has checked boxes for all features, while the Other Builders column has empty boxes. The flyer also includes the company logo, a photo of a house, and the website www.xyzhomes.com.

	XYZ Home Builders, Inc.	Other Builders
High Efficiency Air Conditioner	<input checked="" type="checkbox"/>	<input type="checkbox"/>
High Efficiency Furnace	<input checked="" type="checkbox"/>	<input type="checkbox"/>
R-38 Attic & R-19 Wall Insulation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
High Performance Windows	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Duct Sealing & Insulation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tight Construction	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Programmable Thermostat	<input checked="" type="checkbox"/>	<input type="checkbox"/>
High Efficiency Furnace & Water Heater	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Independent Verification	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The ENERGY STAR Label	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Sample Benefits Label

The benefits label is for Advanced Windows. It features the ENERGY STAR logo and the XYZ Home Builders, Inc. logo. The text describes an advanced technology coating that reflects unwanted sunlight away in the summer and keeps heat inside in the winter. It also mentions that advanced windows are one of the many features of their ENERGY STAR qualified homes that ensure comfort and savings. The label includes a diagram showing heat flow through a window, with arrows indicating heat being reflected away in the summer and kept inside in the winter. The label also includes the website www.xyzhomes.com and the ENERGY STAR logo.

## Using Materials

### Flyers:

Flyers can be displayed and given out in your model homes to reinforce your sales messaging.

### Benefits Labels:

Benefits Labels are designed to be folded in half and placed near the feature that it describes and in high traffic areas. For example, the advanced windows label should be placed on or near your windows.

### Sales Guidance Document:

This document is designed to educate your sales staff about the features and benefits of your ENERGY STAR qualified homes. Use these with your sales staff as an easy training and reinforcement tool.

## For More Information:

Go to [www.energystar.gov/homes](http://www.energystar.gov/homes) or email [energystarhomes@icfconsulting.com](mailto:energystarhomes@icfconsulting.com).