

# Indoor airPLUS Sales Training Kit:

## Empowering Your Sales Staff to Sell Indoor Air Quality

RESNET Building Performance Conference

March 2, 2016

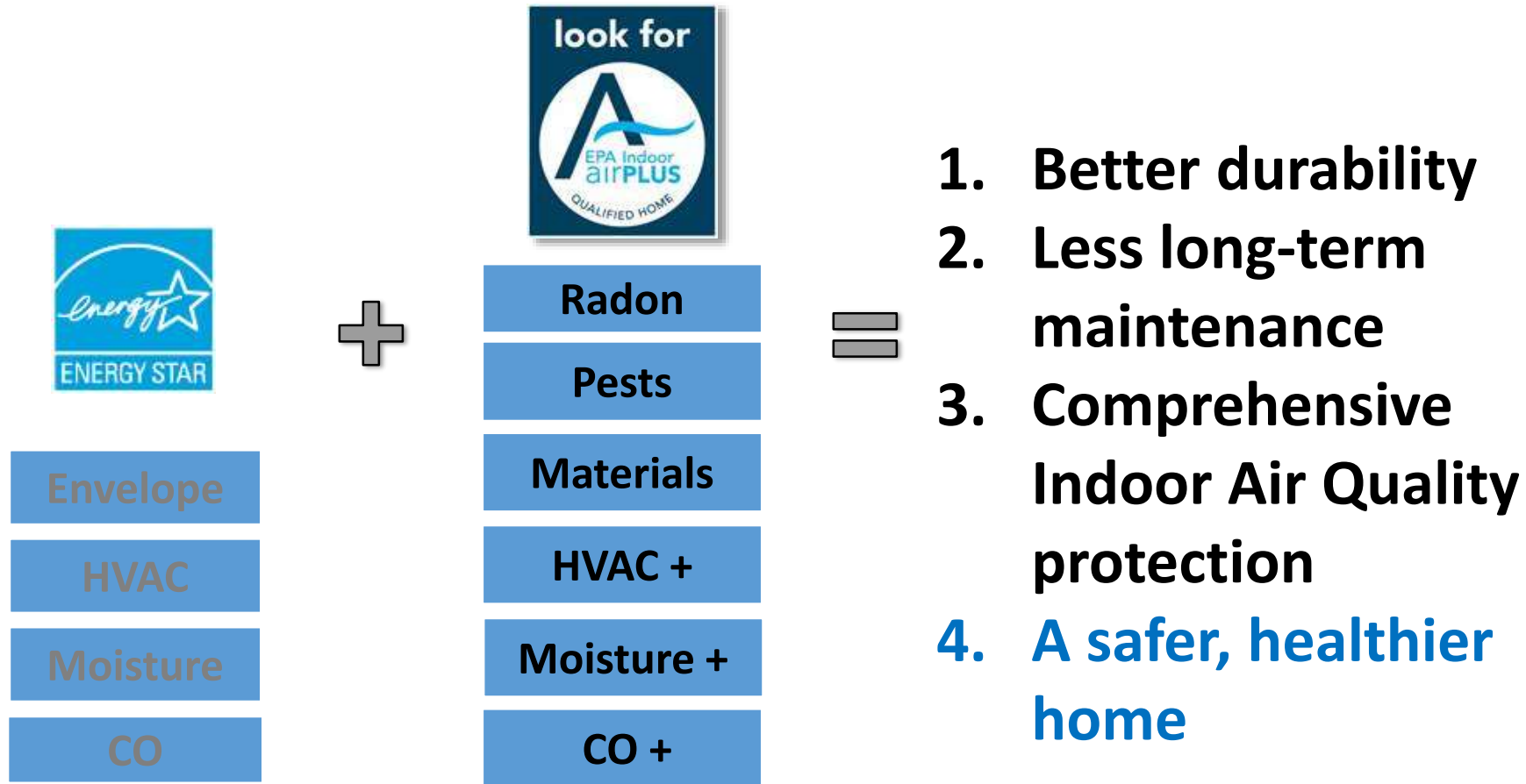


# Agenda

- Selling IAQ - Communicating “Why”?
- Exploring the IAP Sales Training Kit
- Buyer segmentation
- Role play (20 min)
- Additional Resources



# ENERGY STAR + Indoor airPLUS



**Note: 3<sup>rd</sup>-party verification for Indoor airPLUS can generally be done with the same 2 inspections during ENERGY STAR verification**





# Selling the Value of Indoor airPLUS Qualified Homes

**VERSION 1 (REV. 03)**

October 2015

# Course Materials

## Selling the Value of EPA Indoor airPLUS Qualified Homes

Participant Guide



Version 2016.1.0

## Selling the Value of EPA Indoor airPLUS Qualified Homes

Trainer's Guide



Version 2016.1.0



Indoor Air Quality (IAQ)



# Course Materials - Preparation

## 2 weeks before training

- Download training documents from [www.energystar.gov/mesa](http://www.energystar.gov/mesa)
- Review the Trainer's Guide thoroughly
- Email [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov) with any questions

## 1 week before training

- Print out a copy of the Participant Guide and PowerPoint with notes
- Click through the PowerPoint and review the notes
- Complete all parts of the training as if you are a participant to understand the expectations of the participants
- Complete a dry run if this is the first time presenting the content. Ideally, you should use the computer you intend to use for the training to ensure it's working properly. Test out using the presenter view to view notes

## 2 days before training

- Arrange the following materials to be available:
  - Laptop connected to the Internet with external speakers to broadcast audio when the video is played
  - Projector
  - Blank wall or screen
  - Easel with marker
  - Pens
  - Tables for group work, if desired
  - Double-sided printout of Participant Guide for each participant
  - One copy of the Trainer's Guide

## Note to Trainer:

*Start your preparation two weeks in advance to give yourself time to schedule the training and familiarize yourself with the material. Preparation will take one to three hours depending on your familiarity with the content. The addition of a technical expert, like a home energy rater or a member of your construction team, as a co-trainer is an option and will enhance the course.*

*In essence, this training revolves around doing well on the scoring matrix, found on page 17. This matrix rates a sales agent's ability to engage a client in pursuing the idea of buying an Indoor airPLUS qualified home.*

# Course Materials

## Module 1

5 min	Participant Introductions Overall Training Goal Learning Objectives
10 min	What is an Average New Home? What is an ENERGY STAR® Certified Home? What is an Indoor airPLUS Home?
5 min	Activity #1: Indoor airPLUS Features and Benefits (Video)
15 min	Activity #2: Indoor airPLUS Features and Benefits (Brochures)
20 min	Shelton Profiles <ul style="list-style-type: none"> <li>• True Believers</li> <li>• Cautious Conservatives</li> <li>• Working Class Realists</li> <li>• Concerned Parents</li> </ul> Indoor airPLUS Target Profiles


## Module 2

15 min	Activity #3: Creating Value Propositions
20 min	Activity #4: Role Play
10 min	Activity #5: Scoring Matrix
10 min	Questions and Closing

# Participant Introductions

Please state:

- Your name
- What do you want to get out of this course?
- How much experience you have with Indoor airPLUS homes?
  - Have you sold Indoor airPLUS?
  - Has a client asked about Indoor airPLUS or healthy homes?



**Effective sales requires  
engagement, and sales staff  
love to talk—let them!**



# Overall Training Goal

Sell more Indoor airPLUS  
Qualified Homes

# Learning Objectives

## Module 1

1. Differentiate between:
  - a. Average New Homes
  - b. ENERGY STAR® certified homes
  - c. Indoor airPLUS qualified homes
2. Describe the features and benefits
3. Identify an ideal Indoor airPLUS client



## Module 2

4. Create value propositions
5. Apply value propositions

# Meeting a Client for the First Time

How would you know if they were an ideal Indoor airPLUS client?

- What do they look like?
- What do they say to let you know they are ideal?
- How do you differentiate an Indoor airPLUS home from an ENERGY STAR certified home?
- How do you express the value of an Indoor airPLUS home?



# Why Does Indoor Air Quality Matter?

- Since most **people spend close to 90% of their time indoors**,\* keeping indoor pollution levels as low as possible is the right thing to do for you and your family.
- EPA studies show that **levels of many air pollutants inside a home can be two to five times higher than outdoor levels.**\*\*
- **Poor indoor air quality** can lead to **eye irritation, headaches, allergies, respiratory problems such as asthma** and other serious health problems.

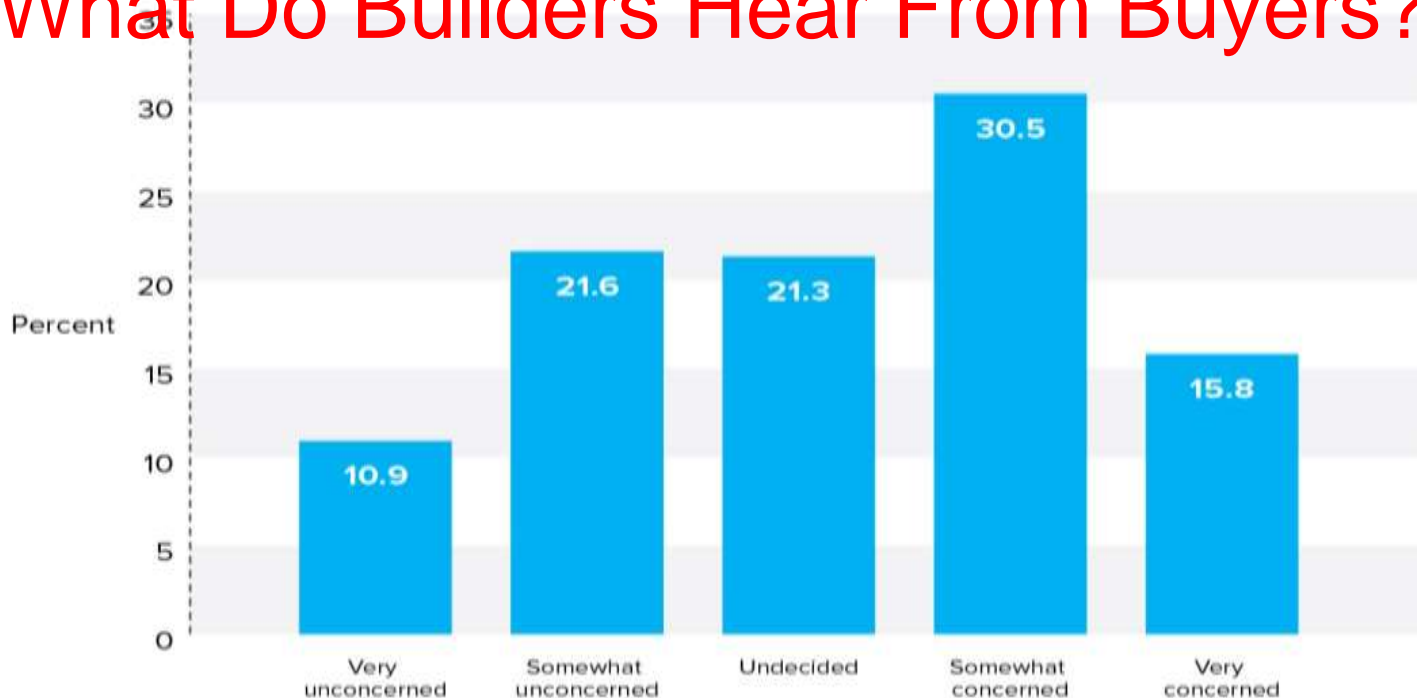
\*U.S. Environmental Protection Agency. 1989. Report to Congress on indoor air quality: Volume 2. EPA/400/1-89/001C. Washington, DC.

\*\* U.S. Environmental Protection Agency. 1987. The total exposure assessment methodology (TEAM) study: summary and analysis. EPA/600/6-87/002a. Washington, DC.

Almost half of Americans (46%) are concerned about the indoor air quality of their home.

How concerned are you about the indoor air quality of your home?

## What Do Builders Hear From Buyers?



NOTE: Room air purification is a \$100 million business, so the desire is evident.

# Average New Home

# What is an Average New Home?

- Building code minimum requirements
- Predictable and consistent standards
- According to the International Codes Council, “minimum requirements” means the construction meets the criteria of being both “practical and adequate for protecting life, safety, and welfare of the public.”



Indoor Air Quality (IAQ)



# ENERGY STAR Certified Home



A silhouette of a row of houses in various styles, including ranch, colonial, and modern, set against a light blue background.

## ENERGY STAR® CERTIFIED NEW HOMES

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# BETTER IS BETTER

When rigorous ENERGY STAR 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. This makes an ENERGY STAR certified home the simple choice for energy efficiency.





# Peace of Mind

An integrated approach to design combined with tried-and-true best building practices adds up to a home with **better durability, better comfort and reduced utility and maintenance costs.**

# Enduring Quality



Purchasing a new home is a big investment, so it's important to know that it's built to last.

**Features include:**

- 1. Complete Thermal Enclosure System**
- 2. High-efficiency Heating, Ventilation and Cooling System**
- 3. Comprehensive Water Management System**
- 4. Energy-efficient Lighting and Appliances**

Indoor Air Quality (IAQ)





# Wall-to-Wall Comfort



Features include **efficient delivery of comfort**, a **constant supply of fresh, filtered air** and **consistent temperatures** felt across every room, making the entire home comfortable year-round.

## Proven Value

ENERGY STAR certified new homes offer better energy efficiency and performance compared to other homes, making them a better value.



Indoor Air Quality (IAQ)



# Third Party Verification



Indoor Air Quality (IAQ)







# Indoor airPLUS Qualified Home

# What is an Indoor airPLUS Qualified Home?

1. Start with ENERGY STAR
2. Add indoor air quality improvements
3. Finish with independent verification






		Average New Home	ENERGY STAR Certified Home	Indoor airPLUS Qualified Home
Meets Minimum Code		✓	✓	✓
Peace of Mind	Improved confidence Customer satisfaction Third party verification		✓	✓
Enduring Quality	High durability Whole-house approach		✓	✓
Wall to Wall Comfort	Enhanced climate control Weather sealed		✓	✓
Proven Value	More energy efficient Higher resale		✓	✓
Healthier Home	Low pollutants Allergen protection			✓
Safer Home	Carbon monoxide detectors Radon control			✓

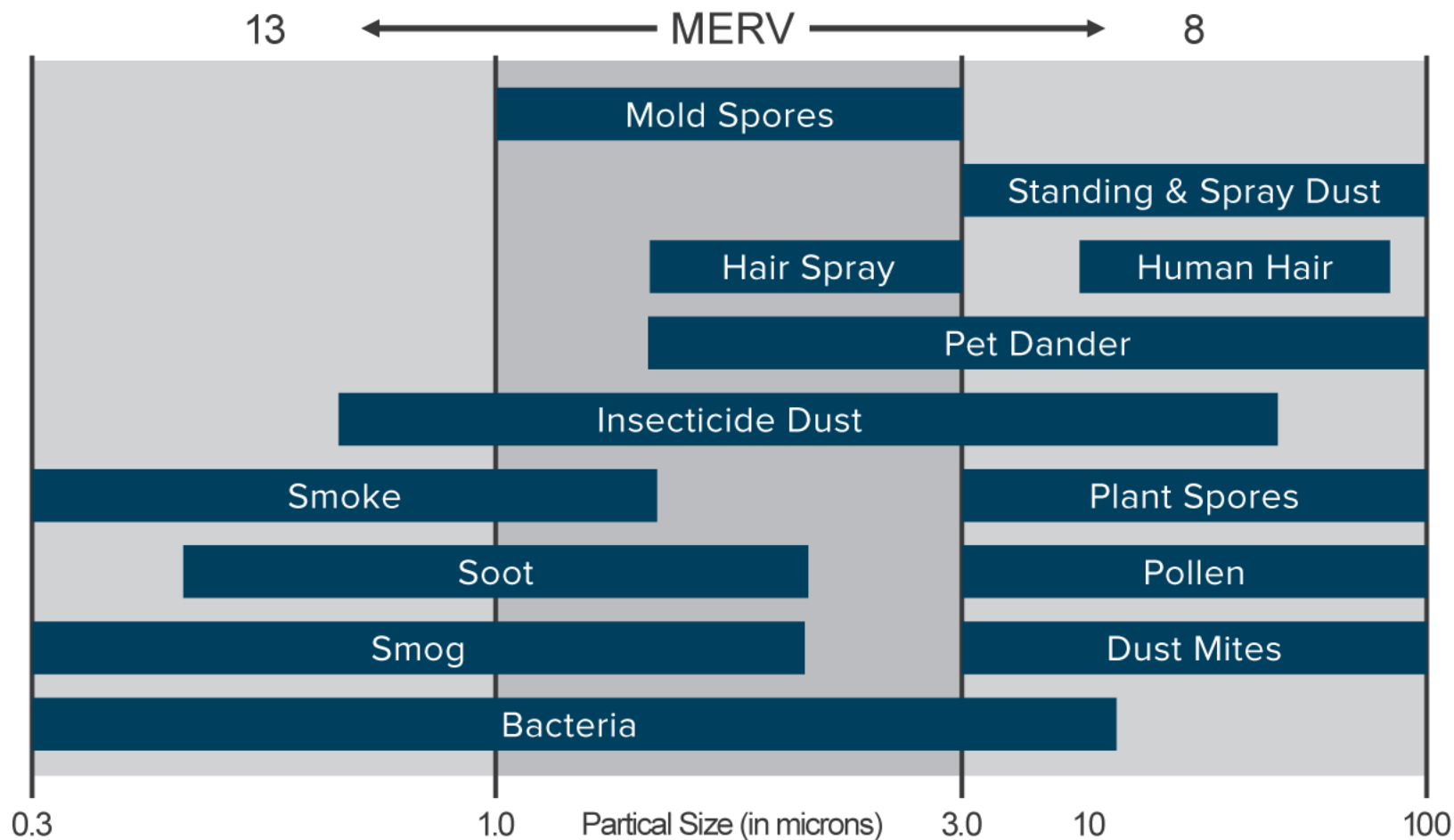
# Examples of Features in the Indoor airPLUS Verification Checklist

# Example: Benefit of Proper Venting and CO Monitors



<b>⚠ WARNING</b>	
<b>Breathing Hazard - Carbon Monoxide Gas</b>	
	<ul style="list-style-type: none"><li>• Flue gases may escape if vent pipe is not connected.</li><li>• Be alert for obstructed, sooted or deteriorated vent system to avoid serious injury or death.</li><li>• Do not store corrosive chemicals in vicinity of water heater.</li><li>• Chemical corrosion of flue and vent system can cause serious injury or death.</li></ul>
Breathing carbon monoxide can cause brain damage or death. Always read and understand instruction manual.	

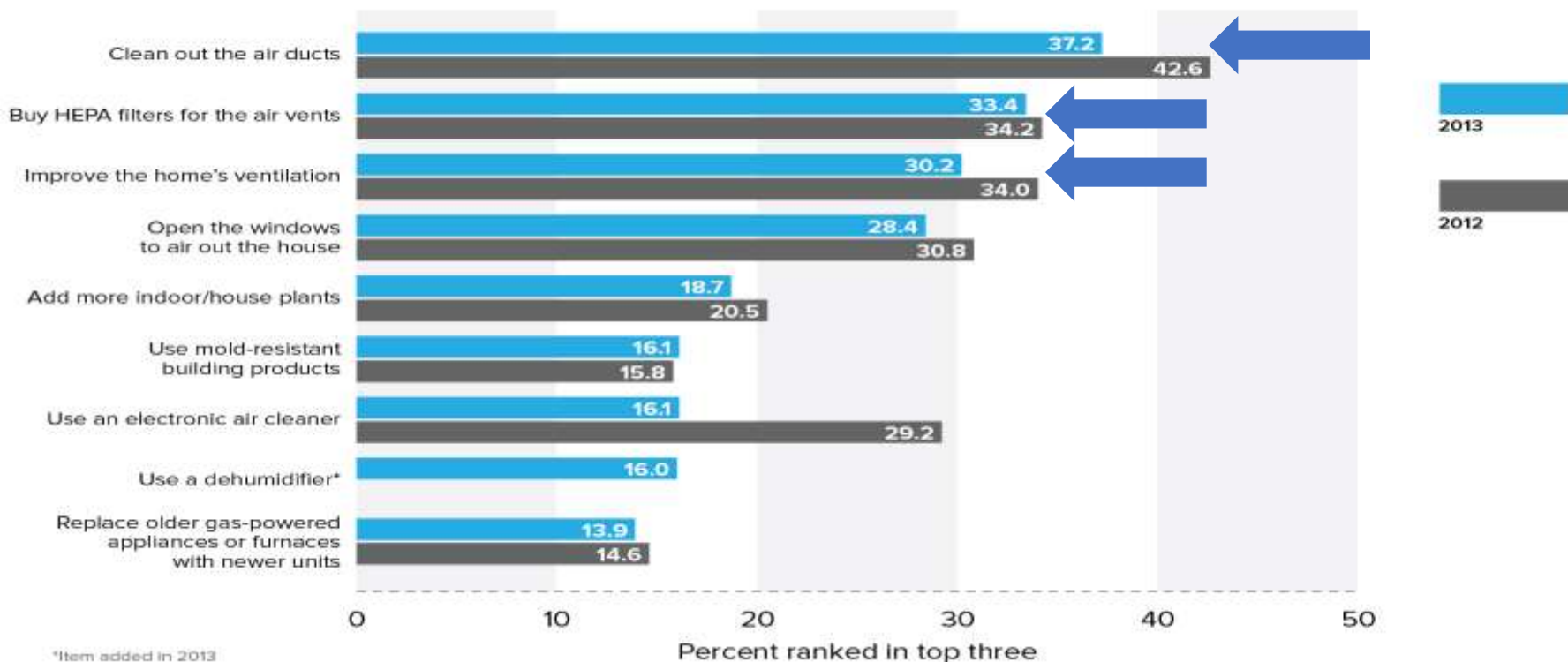
# Example: Air Filters



# Ventilation

“Please pick the top three most important things a person could do to improve the indoor air quality of his/her home.”

**Ventilation and filtration are primary responses to improving IAQ.**



# Example: Closed Crawls and Duct Sealing



Crawlspace

Ductwork



# Example: Safer Building Materials

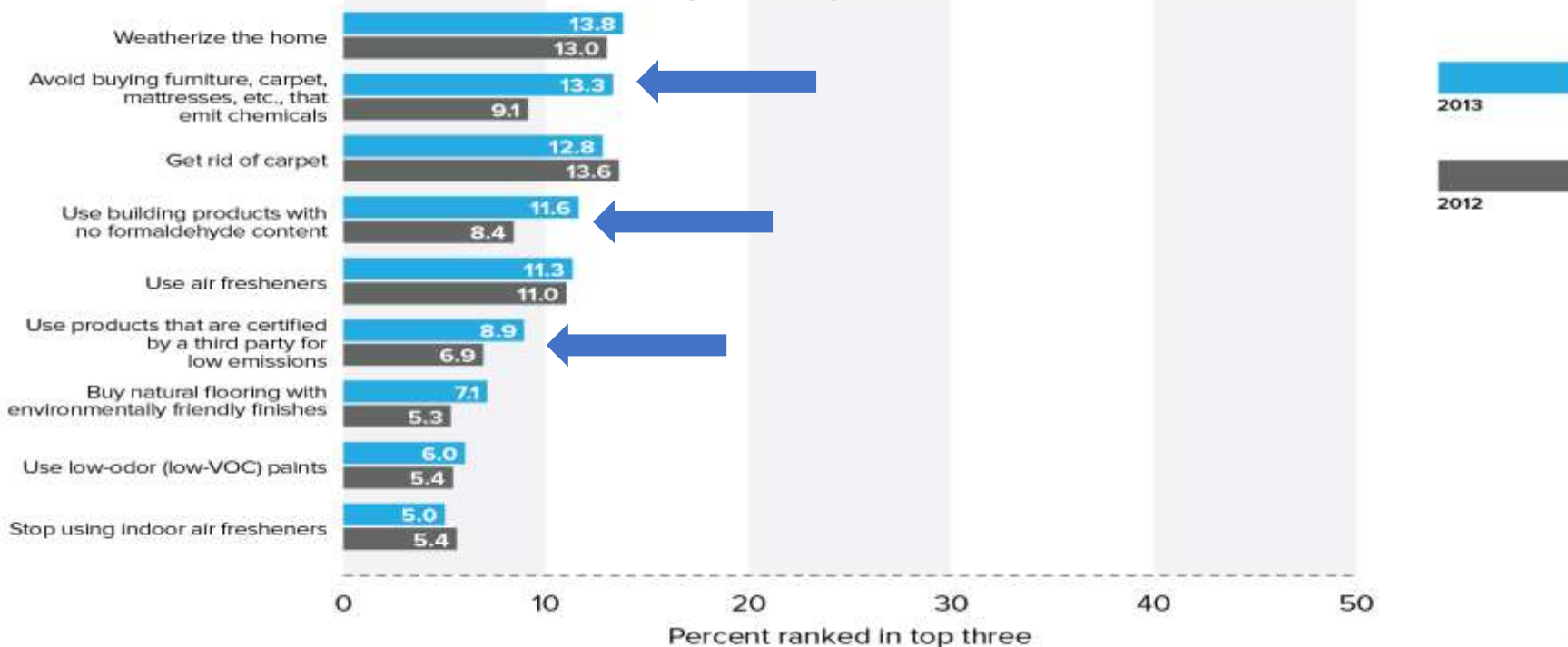


**Low-emission cabinetry and composite woods. “Low-VOC” isn’t as powerful as formaldehyde. Choosing language carefully.**

# Formaldehyde and Other Indoor Air Pollutants

“Please pick the top three most important things a person could do to improve the indoor air quality of his/her home.”

Avoiding VOC-laden home products is lower in priority than general ventilation answers . . . but growing in importance.





# Example: Moisture and Water Management Features

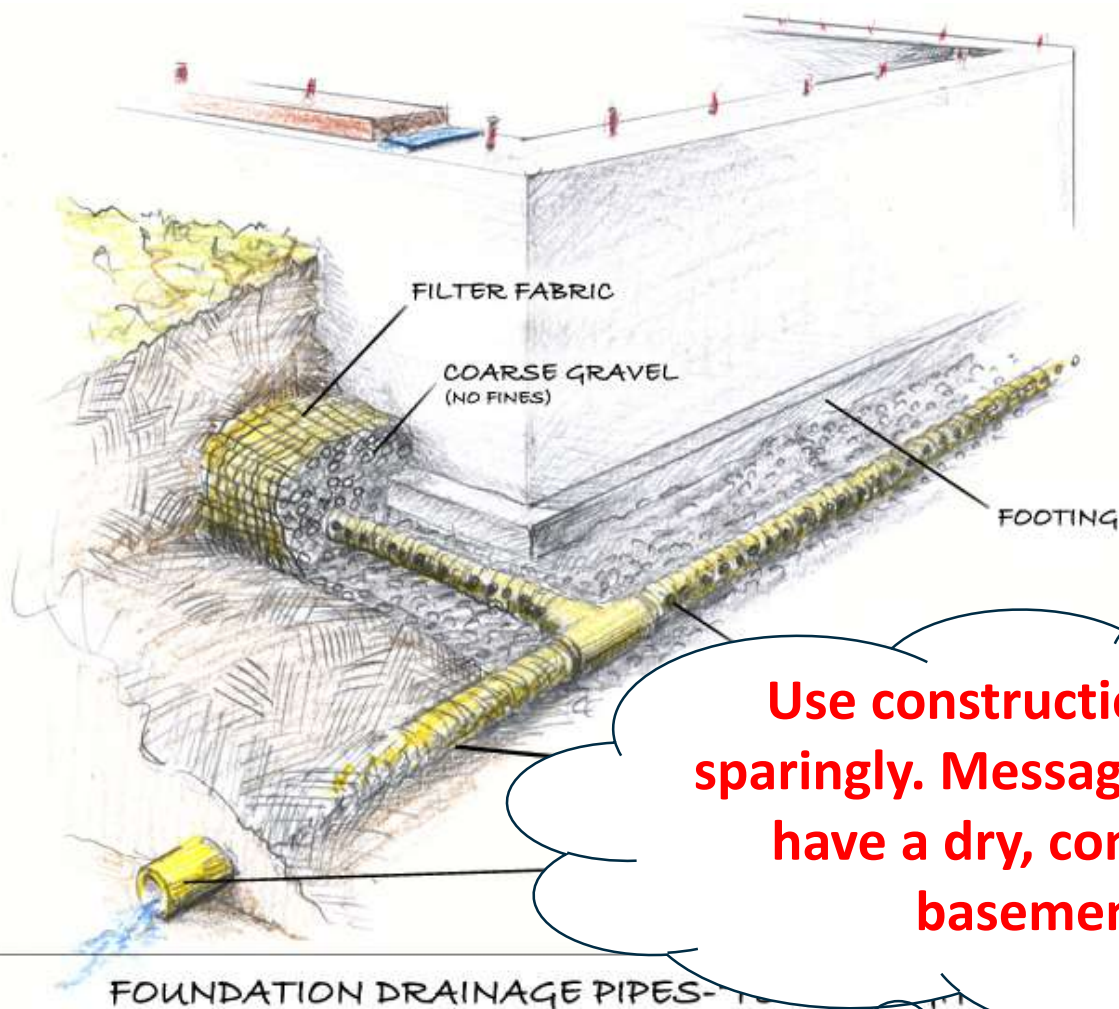
**Maybe you don't build this way? Use your own images, or just give them talking points.**



How does moisture affect air quality?

Note: This may not be a requirement in your climate zone.

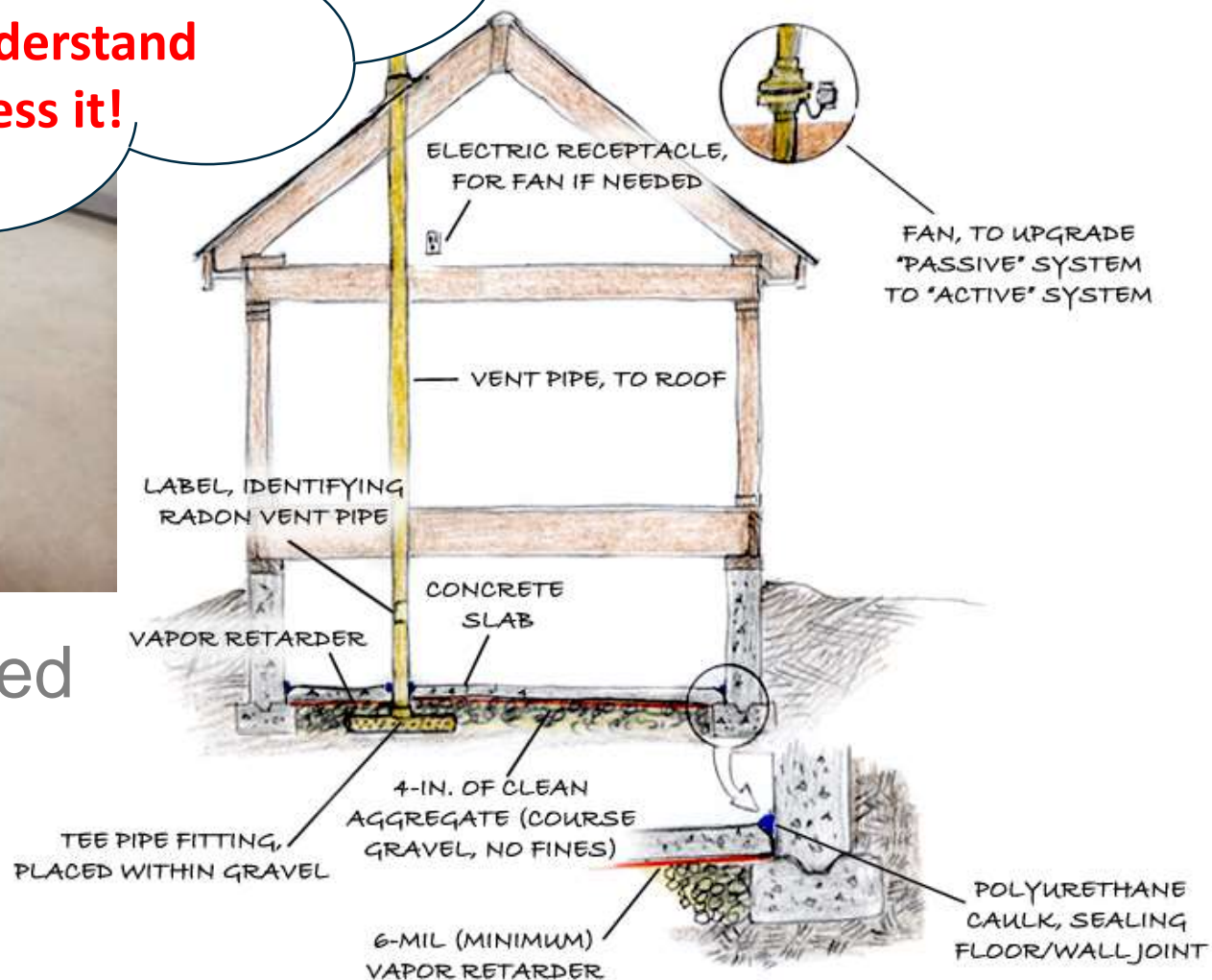
# Example: Moisture and Water Management Features



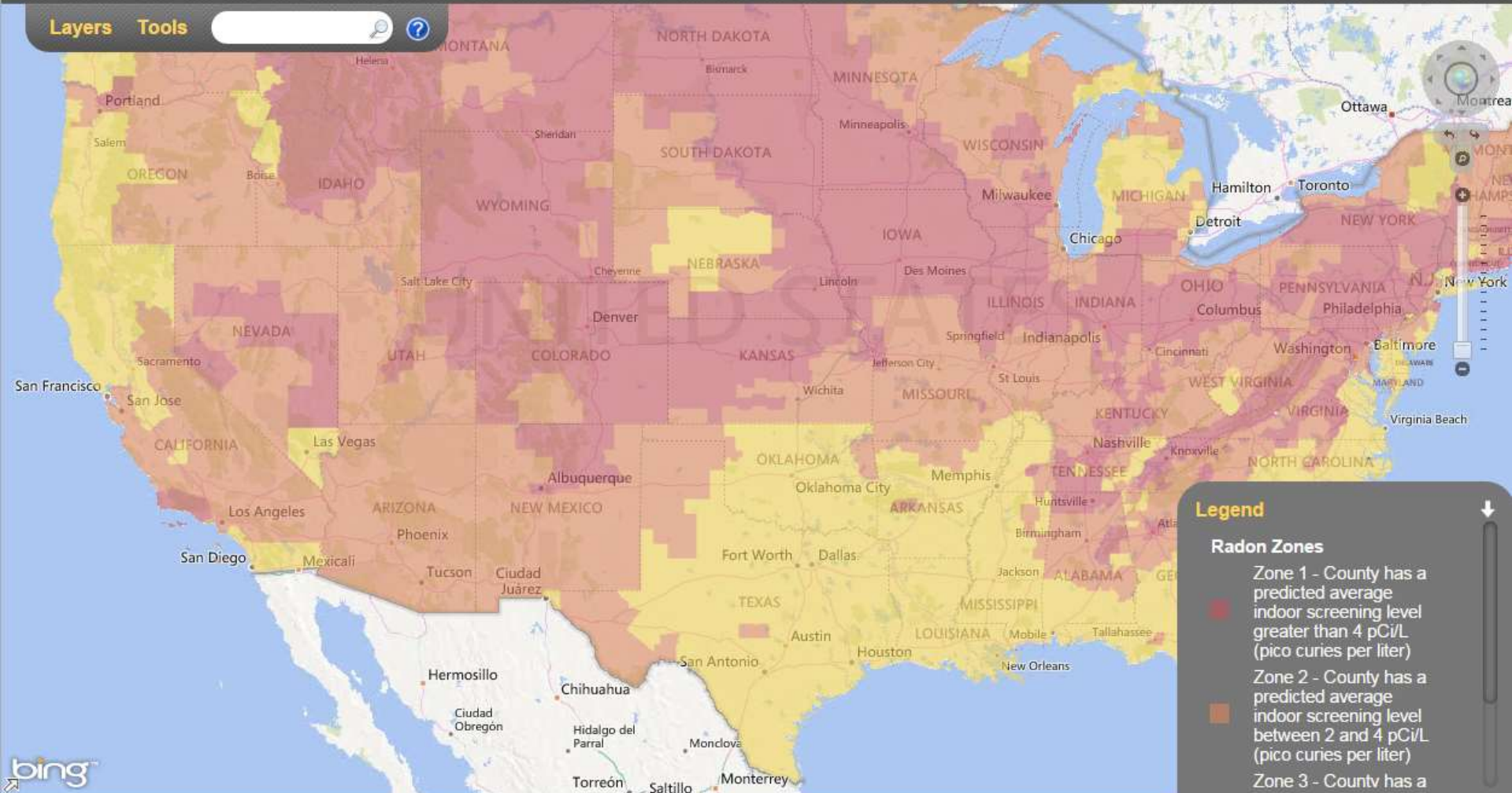
**Use construction details sparingly. Message – “you can have a dry, comfortable basement!”**

Even if you're not required to do radon-resistant construction, you should consider it and your sales team should understand how to address it!

# about Radon?



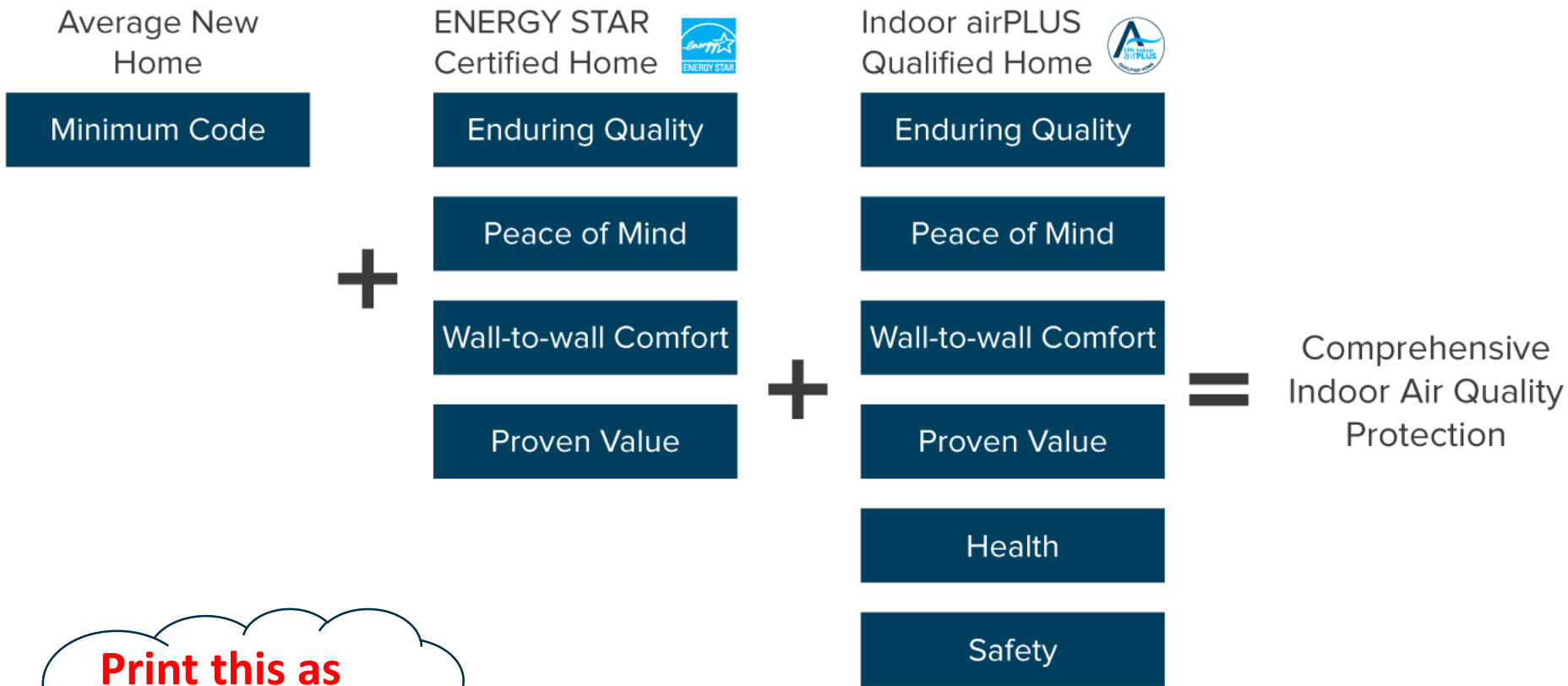
Odorless gas linked to ~21,000 lung cancer deaths a year.



# Radon Zones – 1,2,3?

For an easy-to-use map: **Weatherization Plus Health GeoExplorer**  
<http://www.wxplushealth.org/geoexplorer>

# Summary



**Print this as a reminder for sales staff**

# Indoor airPLUS Qualified Home

This home built at  
**123 Main St.**  
**Anywhere, DC 11111**  
was verified by  
**A. Savvi Shrater**

to meet Indoor airPLUS construction  
specifications as established  
by the  
U.S. Environmental Protection Agency.



Indoor airPLUS qualified homes are  
designed to contribute to improved  
indoor air quality.

03/14/14



## Indoor airPLUS Features

- Moisture and Mold Control
- Radon Resistant Construction
- Pest Barriers
- Effective Heating, Ventilating, and Air-Conditioning Systems
- Safe Combustion
- Healthier Building Materials

Not all features are required in all cases. To learn more about indoor air quality features in your home, ask your builder to review the Indoor airPLUS verification checklist with you, or visit [www.epa.gov/indoorairplus](http://www.epa.gov/indoorairplus).

# Activity #1: Features and Benefits Video

# Activity #1

## Features and Benefits: Video

**Directions:**  
Watch “Healthier Homes with Indoor airPLUS.”

List at least two benefits and two features of an Indoor airPLUS home.

**Activity #1**

**Indoor airPLUS Features and Benefits (Video)**

**Directions:**  
Watch the “Improving New Homes with Indoor airPLUS.”  
List at least two features and two benefits of an Indoor airPLUS home.

1) List at least two features of an Indoor airPLUS home.


\_\_\_\_\_

\_\_\_\_\_

2) List at least two benefits of an Indoor airPLUS home.

\_\_\_\_\_

\_\_\_\_\_



© | Defining the Value of EPA Indoor airPLUS Qualified Homes



# Activity #1

## Features and Benefits: Video



# Check for Understanding

What makes an Indoor airPLUS home different than an ENERGY STAR home?

What benefits and features did you hear?

# Activity #2: Features and Benefits Brochures

# Activity #2 Features and Benefits Brochures

**Activity #2**  
Indoor airPLUS Features and Benefits (Brochures)

**Directions:**  
Your instructor will split the class in half. Describe at least one feature and one benefit of an Indoor airPLUS home using the information from your handouts based on the contractor and the co-brandable brochures titled, "Breathe Easy in Your NEW Indoor airPLUS home."

One half of the class will complete sections 1-3 and the other section 4-6. Imagine you're describing these features and benefits to a good friend who is seriously considering purchasing an Indoor airPLUS home. Use your own words and a conversational tone while explaining the features and benefits and building your value proposition.  
Challenge: See if you can make the features and benefits description smoothly flow together in a conversational tone. See example below:

**Mold and Moisture Control**  
Describe features:  
Indoor airPLUS homes boast a 100% mold-resistant framing process that seals and insulates exterior-to-interior joints of the home.

Describe benefits:  
These features increase durability, reduce the potential for mold-related issues and prevent maintenance issues.

**Example**

*Selling the Value of EPA Indoor airPLUS Qualified Homes | 3*

**Activity #2**  
Indoor airPLUS Features and Benefits (Brochures)

1. **Introduction/Welcome**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_

2. **Construction Features**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_

3. **Quality Materials**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_

4. **Indoor Air Quality**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_

**Activity #2**  
Indoor airPLUS Features and Benefits (Brochures)

5. **Final Thoughts**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_

6. **Additional Features**  
Describe features:  
\_\_\_\_\_  
\_\_\_\_\_  
Describe benefits:  
\_\_\_\_\_  
\_\_\_\_\_




# Activity #2

## Features and Benefits Brochures

### Directions:

1. Describe at least one benefit and one feature of an Indoor airPLUS home using the information from your handouts\*
2. One half of the class will complete sections 1-3 and the other sections 4-6.
3. Imagine you're describing these benefits and features to a good friend who is seriously considering purchasing an Indoor airPLUS home.



**The intent here is simply reiteration in a new form.**

\*Handouts based on the consumer and the co-brandable brochures titled, "Breathe Easy in Your NEW Indoor airPLUS home."

# Check for Understanding

Based on the results from the activity, how would you describe some of the benefits of owning an Indoor airPLUS home to a client?

# Client Profiles

**The brief overview only!**

# Segmentation





# Percentage of Total Population



# True Believers

## 17% of Americans

- Most 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 conservation activities (10)



# Connecting with True Believers

- **Emphasize your environmental initiatives** and message around protecting the environment and saving natural resources.
- Communicate the concept of **proactive improvements**, ensuring they'll get the most efficient equipment and preserve the environment.
- They **value energy efficiency over comfort and beauty**.
- **Once they've made the decision to go ENERGY STAR, the step up to Indoor airPLUS is a natural one given they skew towards a higher income bracket.**

# Concerned Parents

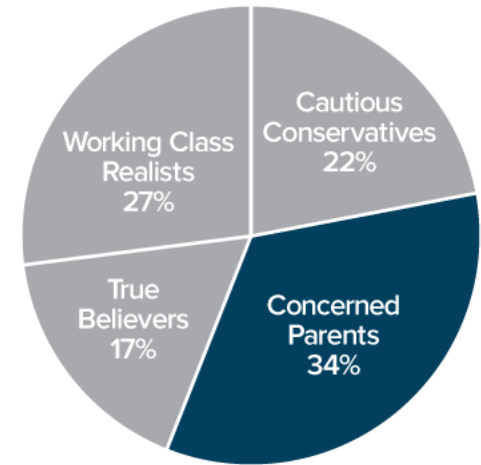
## 34% of Americans

- More women (55%)
- Ages 18–44
- White-collar and homemakers
- Average income
- Some college or bachelor's
- Married with children
- Somewhat less likely to be homeowners
- Below avg. # of conservation activities (5)



# Connecting with Concerned Parents

- Communicate the **comfort and health benefits** of energy efficiency and Indoor airPLUS.
- Concerned Parents are interested in ENERGY STAR homes – but for **reasons beyond the environment**.
- Many Concerned Parents **believe there is a link between energy efficiency and their family's well-being**, and they are very interested in protecting their families – in **safety and security** – as well as in saving money.



# Cautious Conservatives

## 22% of Americans

- Slightly more men than women
- High income (\$75K+)
- Half are 55+
- Predominantly Caucasian
- Well-educated
- Professionals and retirees
- Married
- Homeowners
- Driven by Return On Investment (ROI)
- Above avg. # of conservation activities (7)



# Connecting with Cautious Conservatives

- Don't talk about the environment or climate change! Do talk about **energy independence**.
- **Talk about savings and return on investment (ROI):** “Efficient homes have lower bills” and “An investment of \$1,500 would, on average, be paid back within two years through reduced utility costs.”
- **Promote proactive improvements:** “You’ll live in a more comfortable home and know you’re getting the best equipment at the best price.”
- Be sure to talk about the added benefits that Indoor airPLUS provides, on top of what they get from an ENERGY STAR home. In addition to **peace of mind** and a **strong ROI**, they also get a **healthier home**.

# Working Class Realists

## 27% of Americans

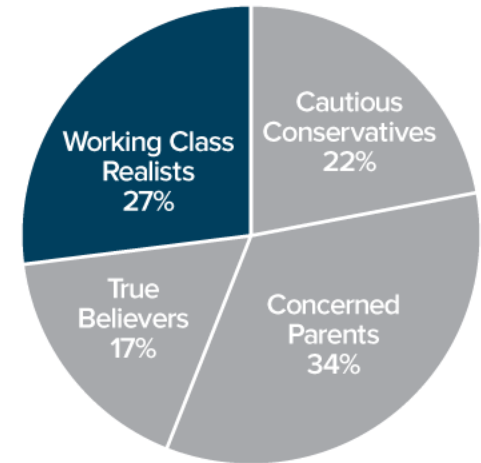
- Men and women
- Ages 18–34
- Blue-collar
- Lower income
- Less educated
- Single
- Renters
- Urban and suburban
- Low # of conservation activities (4)





# Connecting with Working Class Realists

- It's all about the money: **#1 reason to participate in energy efficiency is to save money** (58% vs. 37% overall), and the best message is “Efficient homes have lower utility bills.”
- Help them with ways to better manage their energy consumption/pay their energy bills.
- Partner with multi-family housing developers to create more energy-efficient units.
- They're the least satisfied group (39%), yet they're **unlikely to switch.**



# Two Typical Indoor airPLUS Clients

# Typical Indoor airPLUS Clients

- When you roll these profiles all together into a likely ENERGY STAR + Indoor airPLUS Client, you find these consumers are more likely to be 25 to 50 years old, well-educated, affluent (\$75K+) and white-collar / professional.
- They are also very **practical**. Although they want higher quality, they **expect a solid ROI**. They care about the resale value of their homes, and they **care deeply about their family's health and comfort**. Finally, they believe in the ENERGY STAR brand.
- Best target audiences are **True Believers** and **Concerned Parents**



# Health-oriented Indoor airPLUS Client

- One of the **key factors** that homebuyers are **looking at is the overall health of their family**. This falls in after cost, convenience and comfort.
- Care about **comfort** and **peace of mind** for their family with respiratory illnesses
- **Driven by health concerns**: want to address health hazards of the home
- A **scientifically-based healthy home solution could benefit them by lowering their medical bills and allowing for fewer doctor visits.**



# Typical Indoor airPLUS Values

In messaging, make the connection between Indoor airPLUS and what your best prospects care about:

- ✓ Quality
- ✓ Comfort
- ✓ Health
- ✓ Safety/Protecting their families
- ✓ Being in control
- ✓ Resale value

# Indoor airPLUS Brand Characteristics

- ✓ Credible
- ✓ Trustworthy
- ✓ Knowledgeable
- ✓ Authoritative
- ✓ Companion to ENERGY STAR
- ✓ Backed by the EPA



# Messaging Do's and Don'ts

# Messaging Do's and Don'ts

## True or False?

You should position Indoor airPLUS as a companion to ENERGY STAR, as the “next step” in quality.

- DO position Indoor airPLUS as a companion to ENERGY STAR, as the “next step” in quality.
- DO speak in terms of family when appropriate, particularly in terms of protecting them.
- DO evoke the home's ENERGY STAR certification – it is a well recognized and trusted brand – but only as a starting point for Indoor airPLUS qualification.
- DO make reference to creating a cleaner, safer environment for the family.



# Messaging Do's and Don'ts

## True or False?

HVAC, VOC's and indoor air quality are all good terms to use with clients.

- DO NOT use these terms unless you are sure your audience understands them:
  - For HVAC: use “heating and cooling equipment,” “heater,” “furnace,” “central air,” “AC,” etc.
  - For VOCs: use “formaldehyde and other air pollutants”
  - For indoor air quality: use sparingly and preferably with a defining statement
- DO NOT shorten the program name to “airPLUS.” Always use “Indoor airPLUS.”
- DO NOT overemphasize the environmental aspects of ENERGY STAR/Indoor airPLUS unless specifically targeting True Believers.

# Messaging Do's and Don'ts

## Nuances and Notes:

- DO NOT refer to Indoor airPLUS as a certification or the home as being Indoor airPLUS certified. The correct term is the appropriate form of “qualify,” For example:
  - Indoor airPLUS qualification
  - the home qualifies for the Indoor airPLUS label
  - the home is Indoor airPLUS qualified
  - An Indoor airPLUS qualified home
- DO NOT overpromise. For example, use “healthier” rather than “healthy” wherever possible, and suggest the home’s value will be higher, but do not state by how much.

# Messaging Do's and Don'ts

## True or False?

If customers are willing to wait, they can just as easily purchase an ENERGY STAR certified home and retrofit it to meet Indoor airPLUS home standards.

- DO make reference to taking this step now – Indoor airPLUS is only a new home program and is not available for existing homes (except gut-rehabs).
- It's easier and more cost-effective to include these indoor air quality protections from the start than it is to retrofit them.

# Activity #3: Creating Value Propositions

Module 2 of 2

# Value Proposition Definition

*A value proposition is a clear statement of the tangible results a customer gets from using your products or services. Its outcome focuses and stresses the business value of your offering.*

“We help large companies reduce the cost of their employee benefits programs without impacting benefit levels. With the spiraling costs of health care today, this is a critical issue for most businesses. One of our recent clients, a large manufacturing company similar to yours, was struggling with how to reduce spending in this area. We saved them over \$800,000 in just six months. Plus, they didn’t cut any services to their employees, nor did their employees have to pay more.”

# Activity #3

## Creating Value Propositions

### Directions

1. Create your own value proposition or “elevator speech” for both a typical Indoor airPLUS client and a health-oriented Indoor airPLUS client.
2. Use answers from Activity #1, client profile information and messaging to assist.
3. Once your individual value propositions are complete, we’ll work together with the entire class to create an ideal value proposition for both client types.

**Activity #3**  
Creating Value Propositions

**Directions:**

**Step 1:**  
Create your own value proposition or “elevator speech” for both a typical Indoor airPLUS client and a health-oriented Indoor airPLUS client. Use a combination of your answers from Activity #1 and the information on client profiles to assist in building these value propositions.

**Step 2:**  
Once your individual value propositions are complete, we’ll work together with the entire class to create an ideal value proposition for both client types.

Typical Indoor airPLUS client:

Health-oriented Indoor airPLUS client:

Challenge: Cautious Conservatives

Setting the Stage of Indoor AirPLUS Qualified Homes | 15

# Typical Indoor airPLUS Client

## Value Proposition Example:

- The Indoor airPLUS label means for the air inside your home what ENERGY STAR certification means for its energy efficiency. It says you've taken an important extra step toward a cleaner, safer environment for your family.
- When we build to Indoor airPLUS specifications, we start by meeting the stringent ENERGY STAR requirements for new homes, then we build in added protection against moisture damage and mold. We use materials certified to be low in formaldehyde and other pollutants. We take extra care with your home's ductwork, install a more highly rated filter on your heating and cooling equipment to guard against finer dust and other particulates, and mount carbon monoxide alarms in every sleeping zone. And that's just part of what it takes to qualify for the Indoor airPLUS label.
- If you want control over the air inside your home and if you want to protect your family and your investment, you'll want the Indoor airPLUS qualification.

# Health-oriented Indoor airPLUS Client

## Value Proposition Example:

- The air in your home can have a real impact on your family's comfort and health. Respiratory ailments, sinus infections, headaches and stress can all result from allergens and toxins within your home – even in a brand new home.
- Indoor airPLUS is the next step in building a quality home – a healthier home. When we build to Indoor airPLUS specifications, we start by meeting all of the ENERGY STAR requirements, then we build in added protection against moisture damage and mold. We use materials certified to be low in formaldehyde and other air pollutants. We take extra care with your home's heating, ventilation, and air conditioning system and install carbon monoxide alarms and radon protection.
- When you're building a new home, it just makes sense to build in cleaner, healthier air for your family. By opting for Indoor airPLUS qualification, you'll be protecting them and your investment.



# Activity #4: Role Play

Module 2 of 2

# Activity #4 Role Play

## Directions

1. During this activity, you will be working in pairs to role play a first meeting with a client.
2. If you are playing the role of the sales agent, your job will be to convince the client to pursue the purchase of an Indoor airPLUS home.
3. If playing the client, your job will be to represent a potential Indoor airPLUS client.

### 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 Indoor airPLUS home. If playing the client your job will be to represent a potential Indoor airPLUS 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
6. Let your instructor know when you have completed both role plays



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 Indoor airPLUS homes? - What would you like to change about your current home?	Pick the role of either a typical Indoor airPLUS client or the health-oriented Indoor airPLUS 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 Indoor airPLUS client types.
Review your recently created value propositions	Decide whether the sales agent has convinced you to pursue the purchase of an Indoor airPLUS 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 Indoor airPLUS home.

18 | Selling the Value of EPA Indoor airPLUS Certified Homes

# Activity #4

## Role Play

Sales Agent Role	Client Role
<p>Think of questions that will start the conversation about client values. Ask questions like:</p> <ul style="list-style-type: none"> <li>- What do you like about your current home?</li> <li>- What do you know about Indoor airPLUS homes?</li> <li>- What would you like to change about your current home?</li> </ul>	<p>Pick the role of either a typical Indoor airPLUS client or the health-oriented Indoor airPLUS client.</p>
<p>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."</p>	<p>Do your best to represent the values of one of the two Indoor airPLUS client types.</p>
<p>Review your recently created value propositions.</p>	<p>Decide whether the sales agent has convinced you to pursue the purchase of an Indoor airPLUS home.</p>
<p>Stop after you feel you have convinced the client to pursue the purchase.</p>	<p>Let the sales agent know if you decide to pursue the purchase of an Indoor airPLUS home.</p>

# Summary

1. How did the sales agent do?
2. Was there something in particular you heard the sales agent say that resonated with you?

# Activity #5: The Scoring Matrix

Module 2 of 2

# Activity #5

## Scoring Matrix

### Directions:

For this final activity, take some time to rate the sales agent's performance and provide a score and feedback.

### Activity #5

#### 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				Score
1 point <small>(Did not meet expectation)</small>	2 points <small>(Partially met expectation)</small>	3 points <small>(Fully met expectation)</small>		
<b>1. Used active listening to identify client values.</b>				
<input type="checkbox"/> I didn't know what to do when the customer said...	<input type="checkbox"/> I let the sales agent explain the value through cost, the nothing they knew, yet I was sure we'd found.	<input type="checkbox"/> The sales agent explained they understood my needs by asking me to list both sides.		
<b>2. Aligned benefits to client values and explained in simple terms.</b>				
<input type="checkbox"/> We benefit you, even if not only business.	<input type="checkbox"/> Benefits were discussed, yet they did not relate directly to my values or were confusing.	<input type="checkbox"/> Benefits were discussed in client's terms and aligned with my values.		
<b>3. Explained features supporting indoor airPLUS benefits in simple terms.</b>				
<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 chose the wrong specification.	<input type="checkbox"/> Features were discussed in simple terms and understood how they apply to me.		
<b>4. Used a conversational and easy-to-understand tone when explaining the value of an Indoor airPLUS home to me.</b>				
<input type="checkbox"/> The conversation seemed "scripted" as the sales agent was reading from a script.	<input type="checkbox"/> Parts of the conversation were conversational.	<input type="checkbox"/> The discussion felt a conversational, as if I was part of the discussion.		
<b>5. Used a convincing value proposition to engage me in pursuing the idea of buying an Indoor airPLUS home.</b>				
<input type="checkbox"/> I am not convinced of the value of buying an Indoor airPLUS qualified home.	<input type="checkbox"/> The presentation put out convinced me Indoor airPLUS qualified home by value to me.	<input type="checkbox"/> The presentation on Indoor airPLUS qualified home convinced me to purchase the value to me and I am willing to purchase an Indoor airPLUS qualified home.		
Add your score				/ 15

Set the table of 15 Indoor airPLUS Qualified Homes | 17

# Summary

If your sales agent convinced you to pursue the purchase of an Indoor airPLUS home, what did they say or do to convince you?

# Next Steps

- Walk through a house under construction and explain features.
- Review the resources provided in your Participant Guide.





# Indoor airPLUS Resources and Tools

## Marketing Support for Partners



- **Now available** - Sales Training Kit!
- Builder and consumer brochures
- Website widgets
- Podcasts & Videos
- Partner locator

[www.epa.gov/indoorairplus](http://www.epa.gov/indoorairplus)  
[Email: IAP@icfi.com](mailto:IAP@icfi.com)

For Sales Training materials and partner-only resources:

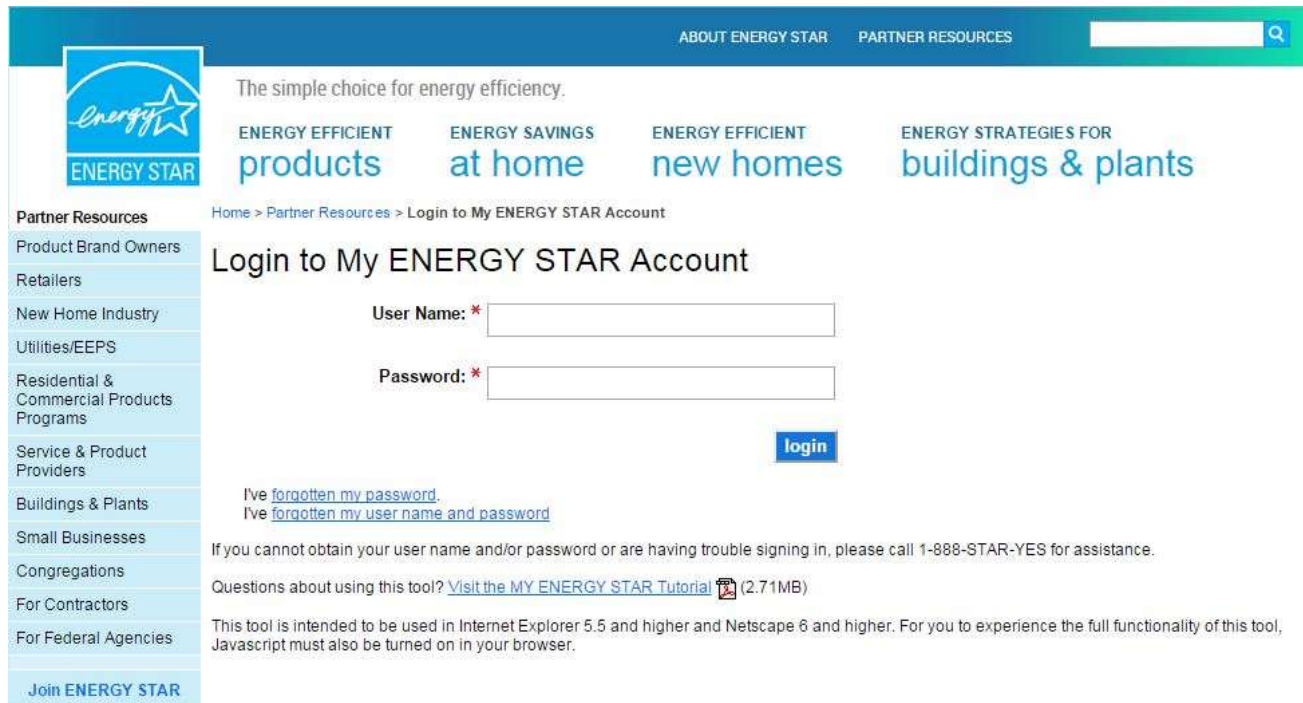
[www.energystar.gov/mesa](http://www.energystar.gov/mesa)

Indoor Air Quality (IAQ)



# Utilize MESA!

- For current ENERGY STAR Partners:
  - Log into your My ENERGY STAR Account (MESA) [www.energystar.gov/mesa](http://www.energystar.gov/mesa)
    - If you don't know your user name and password, click the link or email [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov) for assistance.
  - Click the “Join Indoor airPLUS” link in MESA for partnership.



The screenshot shows the ENERGY STAR website interface. At the top, there is a navigation bar with "ABOUT ENERGY STAR" and "PARTNER RESOURCES" links, and a search box. Below the navigation bar is the ENERGY STAR logo and the tagline "The simple choice for energy efficiency." There are four main content areas: "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". On the left side, there is a "Partner Resources" menu with various categories like "Product Brand Owners", "Retailers", "New Home Industry", "Utilities/EEPS", "Residential & Commercial Products Programs", "Service & Product Providers", "Buildings & Plants", "Small Businesses", "Congregations", "For Contractors", and "For Federal Agencies". At the bottom of the menu is a "Join ENERGY STAR" button. The main content area is titled "Login to My ENERGY STAR Account" and contains a login form with fields for "User Name: \*" and "Password: \*", and a "login" button. Below the form are links for "I've forgotten my password." and "I've forgotten my user name and password". A note states: "If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance." At the bottom, there is a link to "Visit the MY ENERGY STAR Tutorial" (2.71MB) and a disclaimer: "This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser."



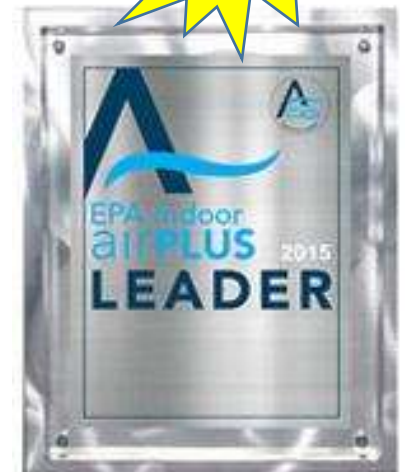


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<http://www2.epa.gov/indoorairplus/indoor-airplus-leader-award-winners>