

Selling High Performance Homes – Full day session

Empower homebuyers to make informed decisions with EEBA's popular Selling High Performance Homes session focused on communicating the value, usability and importance of high performance and energy efficient homes. The session will be of interest to builders, real estate agents, manufacturers' representatives and housing program or utility personnel.

This presentation applies proven sales techniques to the task of helping attendees educate homebuyers on the technical features of energy efficiency and building science. This fast-paced and engaging workshop explores examples, case studies and role play scenarios relevant to custom and large volume builders. Learn how to draw upon the successes of many builders who have already realized the benefits of Selling High Performance Homes. The workshop is applicable to all regions of the country and is readily adaptable to local housing programs and national programs such as ENERGY STAR, Building America and/or LEED for Homes.

Who Should Attend

Participants should be new and experienced new home sales agents/specialists, marketing and product managers employed or contracted by builders, building supply sales representatives, housing program officials, builders, contractors and raters. Participants will leave with a much deeper understanding of the technical features of new high performance homes and the dozens of valuable benefits they offer to home buyers. Attendees will be expected to participate in a series of group exercises, case studies and role plays that will integrate the technical features of high performance homes and will enhance the retention of material presented. Participants will learn a defined sales process that will help them do a better job with the fundamentals of educating clients on the benefits of the technical features of high performance homes. The process will also prepare participants for handling many objections that new home buyers may have as they consider the purchase of a high performance home. Participants will be given reference sheets and support materials to take away for future use.

Relevance to Attendees

- Utilize various housing programs such as ENERGY STAR for New Homes
- Develop a sales plan to help clients make more informed decisions about high performance homes
- Translate the technical features of high performance home benefits home buyers can understand and value
- Integrate the technical features of new homes into existing sales and marketing plans
- Use technical language of high performance homes to enhance sales confidence

Note: This workshop will be tailored to the specifics of the area in which it is delivered. That is, it will reflect local climate conditions, common local building practices and local energy efficiency or green building programs.

Agenda

Session Segment	Activity Plan	Timing
<p><u>Introduction to EEBA and ENERGY STAR Program</u></p> <ul style="list-style-type: none"> • What EEBA and ENERGY STAR do • Relevance of the Houses that Work Program • EEBA publications and education • The EEBA Conference • Introduction of speaker and sponsors 	<p>Facilitator has sponsors and participants introduce themselves and asks participants what prompted their interest in today's session.</p>	15 minutes
<p><u>The Basics – What is a High Performance Home? What is an ENERGY STAR Home?</u></p> <ul style="list-style-type: none"> • Learning to create a story about high performance home features • Features and benefits of leading housing programs such as ENERGY STAR homes or "Green" homes or local programs. • Practice sessions for participants to learn to speak confidently about housing programs • Potential utility savings and incentives to builders 	<p><u>Small Group Exercise:</u> Participants work together to create a short "speech" on high performance homes. A spokesperson from each group delivers the speech.</p>	30 minutes
<p><u>Why We Need to Change the Way We Build and Sell Homes</u></p> <ul style="list-style-type: none"> • Identifying the many changes in construction materials, mechanical systems and consumer knowledge and expectations that impact home performance and why a new method of building and selling new homes is required. 	<p><u>Small Group Exercise:</u> Participants work together to list industry changes that impact how houses perform and how homebuyer expectations have changed.</p>	15 minutes
<p><u>The Basics of Building Science</u></p> <ol style="list-style-type: none"> 1. The fundamentals that every salesperson needs to know to have the confidence that new home technologies can satisfy the ever increasing consumer expectations. 2. Showing how building science is used by professional builders to resolve all of the changes in house construction 3. Applying building science to common building products and methods to understand how they relate to high performance homes. 	<p><u>Short Lecture:</u> Facilitator outlines the fundamentals of building science.</p>	30 minutes
<p><u>The Sales Process</u></p> <ul style="list-style-type: none"> • Matching the increased expectations of consumers with a more helpful sales process • Taking control of the sales process so that there is 	<p><u>Question & Answer:</u> Participants are asked to comment on their current sales process and how high performance elements fit into it.</p>	15 minutes

time to educate consumers in a helpful, trustworthy way.		
<p><u>Identifying the Many Features and Benefits of High Performance Homes</u></p> <ul style="list-style-type: none"> Identifying the dozens of product features and benefits associated with high performance homes. The goal is to find at least 12 new compelling benefits of high performance homes that will be of interest to homebuyers. Review of building science principles and how it relates to product features and benefits. 	<p><u>Small Group Exercise:</u> Participants will work in a rotation through 8 sponsoring manufacturers tables to identify product features and benefits.</p>	60 minutes
Lunch		45 minutes
<p><u>Creating Memorable Presentations That Inspire Homebuyers to Buy High Performance</u></p> <ul style="list-style-type: none"> Practicing strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions. Matching customer needs Identifying sample scripts and practice strategies that can be used on an ongoing basis 	<p><u>Small Group Exercise:</u> Participants work in groups to create short presentations on some of the technical features they have discovered.</p> <p><u>Case Studies:</u> Participants are given sample customer profiles to match needs with benefits.</p>	60 minutes
<p><u>Identifying Buyers Needs and Desires with Respect to High Performance Homes</u></p> <ul style="list-style-type: none"> Practicing conducting a thorough needs assessment that saves time, builds trust and finds out the 4-5 benefits individual home buyers are interested in Identifying 6-8 helpful questions that encourage clients to talk and trust you more. Practice matching customer needs to the features and benefits of high performance homes 	<p><u>Question & Answer:</u> Participants are asked to provide questions they like to ask homebuyers that would uncover high performance needs.</p>	45 minutes
<p><u>Overcoming Objections to High Performance Homes</u></p> <ul style="list-style-type: none"> Strategies for overcoming the 5-6 most common objections, issues or concerns homebuyers have about high performance homes. Understanding how to confidently present the return on investment strategy to show homebuyers that 	<p><u>Short Lecture:</u> Facilitator outlines the best strategies for overcoming buyer concerns.</p> <p><u>Small Group Exercise:</u> Participants work in groups to apply the strategies to one of 5-6 common</p>	40 minutes

<p>energy efficiency is the best available investment opportunity they can make at this time.</p> <ul style="list-style-type: none"> • Show how energy savings can help them afford more house, more options. • Practicing overcoming objections while building trust. 	<p>objections.</p>	
<p>Sales and Marketing Tools Available to Sales Agents</p> <ul style="list-style-type: none"> • Identifying the many sales and marketing tools that are available from manufacturers, suppliers, energy raters, government agencies and program administrators. • Strategies for making best use of these tools in the sales process. • Case studies of builders who have been successful in selling high performance home 	<p><u>Question & Answer:</u> Participants are shown examples of marketing tools available to them and asked for their feedback and experience with them.</p>	<p>25 minutes</p>
<p>Summary & End of Workshop</p>	<p><u>Question & Answer:</u> Participants are asked to consider what next steps they will need to take to ensure they practice and use the information presented.</p>	<p>10 minutes</p>

*Available only at EEBA’s Pro Events

Training Time and CEUs/Professional Development Credits

6.5 Hours of Educational and Training Time

This Seminar qualifies for CEUs/Professional Development Credits from the following accreditation organizations:



Pricing

The hosting fee for this seminar is \$6500

The registration fee for this seminar is \$125 (online registration) or \$140 (on-site registration)*

* The registration fee includes lunch

Reading Material and Online Resources

The reading material for the course consists of documents, publications and online resources relating to each educational and training seminar. You are welcome to order, view or print the resources if you choose. You can find them by following the links below to the EEBA, Department of Energy and EPA/IAQ websites.

Link / Purchase / Download

Climate Specific Builders Guides

[Builder's Guide to Cold Climates](#)

[Builder's Guide to Hot-Dry / Mixed-Dry Climates](#)

[Builder's Guide to Hot-Humid Climates](#)

[Builder's Guide to Mixed-Humid Climates](#)

[Online bookstore with EEBA Publications, issue-specific guides, software and tools](#)

Software Resources

[Building Better Homes DVD](#)

Online Resources

[National Residential Efficiency Measures Database](#)

[DOE Building Technologies Program](#)

[Building Energy Optimization Software](#)

[EEBA National Education Partner Resources & Information](#)