

## **Selling High Performance Homes – On-Line Version**

Empower homebuyers to make informed decisions with EEBA's popular Selling High Performance Homes session focused on communicating the value, comfort and importance of high performance and energy efficient homes. The session will be of interest to builders, new home sales professionals, real estate agents, appraisers, 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 3 segment workshop explores examples and case studies relevant to all types of new home builders, including custom, mid-size 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, DOE's Zero Energy Ready Home program 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, appraisers and raters. Participants will finish 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 have reference sheets, video links and materials to take away for future use.

### **Relevance to Attendees**

- Utilize various housing programs such as DOE Zero Energy Ready Home or 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 that 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 relevant to all climate conditions and homes built to the most common versions of the International Energy Conservation Codes as well as national energy efficiency or green building programs.



**Agenda**

Session Segment	Activity Plan	Timing
<b>On-line Session Module #1</b>		
<b><u>Introduction to EEBA and various Programs</u></b> <ul style="list-style-type: none"> <li>• What EEBA does</li> <li>• Relevance of the Houses That Work Program</li> <li>• The EEBA High Performance Home Summit</li> <li>• Introduction of speaker and sponsors</li> </ul>	Facilitator introduces EEBA and their educational partners and how this course fits into the context of other EEBA training programs	5 minutes
<b><u>The Basics – What is a High-Performance Home?</u></b> <ul style="list-style-type: none"> <li>• Learning to create a story about high performance home features</li> <li>• Features and benefits of leading housing programs such as ZERH, ENERGY STAR or “Green” homes or local programs.</li> <li>• Potential utility savings and incentives to builders</li> </ul>	The facilitator describes features of the most common green and energy efficient building programs and shows examples of the compelling benefits of those programs	20 minutes
<b><u>Why We Need to Change the Way We Build and Sell Homes</u></b> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	The facilitator outlines the variety of changes that have impacted the way houses are built and used. A new approach to sales of high-performance homes is outlined to respond to these changes.	10 minutes
<b><u>The Sales Process</u></b> <ul style="list-style-type: none"> <li>• Matching the increased expectations of consumers with a more helpful sales process</li> <li>• Taking control of the sales process so there is time to educate consumers in a helpful, trustworthy way.</li> </ul>	A common sales process used by new home sales agents is identified and a brief discussion as to how it relates to high-performance homes	15 minutes
<b><u>The Basics of Building Science</u></b> <ol style="list-style-type: none"> <li>1. The fundamentals that every salesperson needs to know to have the confidence that new home technologies can satisfy the ever-increasing consumer expectations.</li> <li>2. Showing how building science is used by professional builders to resolve all of the changes in house construction</li> <li>3. Applying building science to common building products and methods to understand how they relate to high performance homes.</li> </ol>	Facilitator outlines the fundamentals of building science and how that knowledge can be used by sales professionals to empower homebuyers to make better decisions	25 minutes
<b>End of On-line Session Module #1</b>		75 Minutes



<p><b>Participant Assignment</b>  A quiz  A presentation of features and benefits of example high-performance products</p>	<p>On-line Exercise  Participants are given a link to an on-line quiz. After successful completion of the quiz, participants are given links to a series of presentations of features and benefits of high-performance elements. Participants complete a worksheet as they watch the videos. After watching at least 4 videos, they will be given the link to Module 2 of the presentation</p>	<p>Estimated  45 minutes</p>
<p><b>On-line Session Module #2</b></p>		
<p><b><u>Identifying the Many Features and Benefits of High-Performance Homes</u></b>  <ul style="list-style-type: none"> <li>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.</li> <li>Review of building science principles and how it relates to product features and benefits.</li> </ul> </p>	<p>The features, advantages and benefits of numerous high-performance elements are highlighted.</p>	<p>30 minutes</p>
<p><b><u>Creating Memorable Presentations That Inspire Homebuyers to Buy High Performance</u></b>  <ul style="list-style-type: none"> <li>Outlining strategies for properly presenting technical features and benefits with confidence and enthusiasm that help homebuyers make better decisions.</li> <li>Matching customer needs</li> <li>Identifying sample scripts and practice strategies that can be used on an ongoing basis</li> </ul> </p>	<p>Participants are shown methods to thoroughly and consistently present high-performance home elements.</p>	<p>30 minutes</p>
<p><b><u>Identifying Buyers' Needs and Desires with Respect to High Performance Homes</u></b>  <ul style="list-style-type: none"> <li>Methods for conducting a thorough needs assessment that saves time, builds trust and finds out the 4-5 benefits individual home buyers are interested in</li> <li>Identifying 6-8 helpful questions that encourage clients to talk and trust you more</li> </ul> </p>	<p>The facilitator discusses a helpful technique of integrating questions into a sales process that uncover specific needs of homebuyers that may be solved by high-performance elements.</p>	<p>10 minutes</p>
<p><b><u>Overcoming Objections to High Performance Homes</u></b>  <ul style="list-style-type: none"> <li>Strategies for overcoming the 5-6 most common objections, issues or concerns homebuyers have about high performance homes.</li> </ul> </p>	<p>The Facilitator outlines the best strategies for overcoming buyer concerns.</p>	<p>10 minutes</p>



educational & training seminars

<ul style="list-style-type: none"> <li>• Understanding how to confidently present the return on investment strategy to show homebuyers that energy efficiency is the best available investment opportunity they can make at this time.</li> <li>• Show how energy savings can help them afford more house, more options.</li> </ul>		
<p><b><u>Sales and Marketing Tools Available to Sales Agents</u></b></p> <ul style="list-style-type: none"> <li>• Identifying the many sales and marketing tools that are available from manufacturers, suppliers, energy raters, government agencies and program administrators.</li> <li>• Strategies for making best use of these tools in the sales process.</li> </ul>	Participants are shown examples of marketing tools available to them	10 minutes
<b>End of Module #2</b>		90 minutes
<b><u>Summary &amp; End of Workshop</u></b>	<p><u>On-line Quiz:</u> After completing Module 2, participants are given a link to a quiz</p>	25 minutes

**4 hours of Training Time and CEUs/Professional Development Credits**

Hours of Educational and Training Time

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

