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Premier Lighting: Displaying the ENERGY STAR® Difference to Customers – An ENERGY STAR Lighting Showroom Project

Acting on the demand for energy-efficient lighting, Linda Pavletich, owner of Premier Lighting, Bakersfield, California, expanded her client base, increased sales by \$25 to \$30 per fixture, and improved customer satisfaction. She accomplished all this by becoming part of the growing movement to stock, display, and sell ENERGY STAR qualified lighting fixtures in her showroom. According to Linda “ENERGY STAR has made selling [energy efficient] lighting effortless. My sales and profits are growing and the products truly sell themselves.”

Recognizing and Satisfying Customer Demand

Linda is capitalizing on the growing demand for energy-efficient residential lighting. There are an increasing number of customers visiting her store looking for high quality, attractive, energy-efficient fixtures. With the California energy crisis bringing building efficiency into focus, inspectors have finally begun a “full enforcement” campaign of the Title 24 requirements for lighting energy efficiency in homes.

“ We don’t have to ‘sell’ the ENERGY STAR lighting to customers, the lights sell themselves!”

—Linda Pavletich, owner, Premier Lighting

A year ago, Linda knew that this was the highest area of potential growth for her business, and so she decided to join the ENERGY STAR/ALA pilot program. Her first experiment with selling ENERGY STAR qualified fixtures proved extremely successful, with customers showing an “overwhelming enthusiasm” for the new fixtures on display.

With over 100 ENERGY STAR qualified fixtures and ceiling fans on display in special designated areas, Premier Lighting’s sales continue to grow. Linda prepared herself for a boom in business by choosing a



wide variety of ENERGY STAR qualified fixture styles and finishes.

A key to Premier Lighting’s success was introducing the showroom to a growing marketplace for ENERGY STAR qualified lighting. Linda accomplished this by inviting homebuilders as well as city and county inspectors to an ENERGY STAR breakfast to market her showroom as *THE* place to buy ENERGY STAR.

New customers were drawn into the showroom by the ENERGY STAR name. They “showed an immediate interest” in the high quality products they saw at Premier Lighting from brands like Wilshire and Sea Gull Lighting.

The ENERGY STAR breakfast proved to be a model event that helped Premier Lighting identify new markets for energy-efficient lighting. As a result of holding the ENERGY STAR breakfast, Premier Lighting acquired business from a large homebuilder, who later purchased 200 ENERGY STAR qualified fixtures for a new development.

Securing High Customer Satisfaction & Profits

Lighting fixtures earn the ENERGY STAR based on their high quality and energy efficiency. As a result, they easily stand apart from less advanced lighting products. Premier Lighting utilized side-by-side comparisons between ENERGY STAR qualified lighting and





other fixtures. Linda notes that the “superiority of ENERGY STAR fixtures is immediately apparent to the customer when they compare them to non-ENERGY STAR fixtures.” Also, with a price difference of \$25 to \$30 per fixture, there are increased profits in every ENERGY STAR sale. “When given a side-by-side comparison, customers always choose the ENERGY STAR,” says Linda.

Comparing the quality of ENERGY STAR qualified fixtures was easy for Premier Lighting’s customers. Many homeowners came into the showroom unaware that energy-efficient fixtures could be elegant and stylish. One customer came into the store and saw a fixture that had just been pulled from the stockroom. “We plugged it in and boom, the fixture just came right on with beautiful, high-quality light.” The customer ordered four without even asking the price. Linda also comments that, “once customers are aware of the two-year extended warranty, they always choose the ENERGY STAR fixture.”

Seeing is Believing: Sales Strategies that Work

Maximizing the benefits of ENERGY STAR means strategically marketing, displaying, and stocking ENERGY STAR qualified products. Premier Lighting stocks a large range of fixtures and task lights for the bath, kitchen, and dining areas.

In addition to advertising, informational sessions for potential customers proved to be a great marketing strategy for Premier Lighting. Gaining the trust of customers and city officials set Premier apart in the community as a source for ENERGY STAR qualified

products and information. Linda was able to build on her reputation through personal meetings with local homebuilders where she demonstrated the benefits of ENERGY STAR qualified residential lighting.

Thanks to the ENERGY STAR lighting program, Linda is prepared for another year of record sales. She plans to expand her showroom and display more ENERGY STAR qualified fixtures, and has confidence that the ENERGY STAR name will continue to draw in new customers.

“ENERGY STAR fixtures make customer satisfaction easy in a competitive market”
—Linda Pavletich, owner, Premier Lighting

Helpful Hints and Sales Tips

- Create a dedicated ENERGY STAR department to display ENERGY STAR qualified lighting.
- Use the well recognized ENERGY STAR mark to help promote the showroom.
- Train your sales team to educate customers about the benefits of ENERGY STAR qualified lighting.
- Stock a large selection of ENERGY STAR qualified fixtures to provide products for all applications.
- Establish good relationships with ENERGY STAR manufacturers, so you can easily order additional ENERGY STAR models and take advantage of available products.
- Advertise your ENERGY STAR products through local media.
- Keep abreast of state or local utility incentives for ENERGY STAR qualified lighting and communicate these incentives to end-users, builders, and contractors.

For More Information...

on the business opportunities of selling ENERGY STAR, contact Jeffrey Schwartz, ICF Consulting, at 518-452-5986, or by e-mail at jschwartz@icfconsulting.com.