



MENU OF ENERGY STAR® OFFERINGS FOR SERVICE AND PRODUCT PROVIDERS

www.energystar.gov

YOUR TOPIC OF INTEREST	What do you want to accomplish?	What does ENERGY STAR offer to help you reach your goals?	Who uses this tool or resource?	How does this ENERGY STAR resource or tool help you?
MARKET YOUR BUSINESS	Affiliate your business with the nationally recognized brand associated with energy efficiency.	<ul style="list-style-type: none"> • Service and Product Provider Directory • ENERGY STAR Logos • Template materials (flyers, postcards, press releases) • Success Stories • Building Profiles 	Sales Managers, Public Relations and Communications	<ul style="list-style-type: none"> • The Service and Product Provider Directory identifies your company as one that can help building owners make more informed energy decisions that will help lower operating costs and increase their bottom line. • Use ENERGY STAR logos and materials to associate your services with ENERGY STAR, the national brand recognized by over 70% of Americans that help save energy and money while protecting the environment for future generations.
BUILD THE BUSINESS CASE	Obtain third party verification for your projects.	<ul style="list-style-type: none"> • Portfolio Manager • Target Finder • Financial Evaluation Tools • Partners In Practice • ENERGY STAR Leaders 	Project Managers, Regional Managers, Sales Managers	<ul style="list-style-type: none"> • ENERGY STAR tools help to quantify the organizational and environmental impact of energy performance investment decisions both at the facility level and across your customer's organization.
FIND NEW CUSTOMERS	Identify potential customers already committed to energy efficiency improvements.	<ul style="list-style-type: none"> • ENERGY STAR Partner List • ENERGY STAR Challenge Participants 	Sales Managers, Regional Managers, Project Managers	<ul style="list-style-type: none"> • Gain access to an extensive list of potential customers that have made a commitment to improving their energy performance.
DIFFERENTIATE YOUR BUSINESS	Educate customers, staff, management, and the public on the benefits of energy efficiency and part of the solution to climate change.	<ul style="list-style-type: none"> • ENERGY STAR Annual Awards • ENERGY STAR Challenge • Professional Engineer Directory 	Public Relations and Communications	<ul style="list-style-type: none"> • ENERGY STAR can help your company gain the public recognition. • Promote your participation in the ENERGY STAR Challenge and claim your share of the market committed to improving the energy efficiency of their U.S. buildings by 10 percent. • The Professional Engineers Directory can help drive business your way by allowing building owners to find the PEs on your staff who perform building verifications in order to qualify for the ENERGY STAR label.
TECHNICAL RESOURCES	Benchmark the energy performance of your customer projects against a national database of similar facilities.	<ul style="list-style-type: none"> • Portfolio Manager • Automated Benchmarking • Tools and Resources Library 	Project Managers, Engineering Staff	<ul style="list-style-type: none"> • ENERGY STAR's <i>Portfolio Manager</i> tool enables you to provide your customers with an assessment of energy performance, energy performance goals, verified upgrade savings, evaluated progress, and recognition for superior energy performance, and provides users the ability to select the primary source of electricity used in their facility. It also provides emissions information and comparison charts. • To view a recorded training on the use of this tool, go to http://energystar.webex.com and select "Recorded Sessions" from the left side of the screen. • Provide your customers with building energy ratings automatically within commercial energy information products through EPA's energy performance rating system.



MENU OF ENERGY STAR® OFFERINGS FOR SERVICE AND PRODUCT PROVIDERS

www.energystar.gov

KNOW YOUR CUSTOMER	Convince your customers that energy improvements are good for their bottom line.	<ul style="list-style-type: none"> • ENERGY STAR Sector Resources • View Online Trainings • Template Materials 	COO, Regional Managers, Project Managers, Sales Managers	<ul style="list-style-type: none"> • Educate your employees on how to convey energy improvements in financial terms that resonate with the decision-makers in your customer organizations. • Become an expert at using ENERGY STAR tools and resources for the markets that you serve by viewing free pre-recorded and self-guided training available to your staff.
BUILD AWARENESS	Increase the awareness of customers, staff, management, and the public on the benefits of energy efficiency.	<ul style="list-style-type: none"> • Change A Light Campaign • Earth Day Campaign • Template Communications Materials 	Public Relations and Communications, Regional Managers, Sales Manager, Project Managers	<ul style="list-style-type: none"> • Use these ENERGY STAR National Campaigns to motivate your customers to make upgrades, measure their impact and celebrate their success.
GOOD CORPORATE CITIZENSHIP	Earn local and national recognition for my organization's efforts to reduce energy consumption.	<ul style="list-style-type: none"> • Portfolio Manager • Purchasing and Procurement • Tools and Resources Library 	Public Relations and Communications	<ul style="list-style-type: none"> • Demonstrate to the public and potential clients that you are an environmental steward by implementing energy efficient practices in your own business through purchasing of ENERGY STAR products and other management practices.
GREEN BUILDINGS	Understand and communicate how energy efficiency relates to climate stewardship and green building programs.	<ul style="list-style-type: none"> • ENERGY STAR Web page on "Green Buildings and Energy Efficiency" • EPA's Green Building Web site • EPA's Climate Change Web site 	Public Relations and Communications Director, Sales Managers, Regional Managers, Project Managers	<ul style="list-style-type: none"> • Understand the role that energy efficiency plays in improving the environment and fighting global warming, and educate your customers on why a focus on energy – and ENERGY STAR – is their "first step to green."
RECOGNITION OPPORTUNITIES	Create brand recognition for your company as an experienced provider of services and products that facilitate energy efficiency.	<ul style="list-style-type: none"> • ENERGY STAR Awards • Featured SPP and Success Stories • "Most Active" SPP Web page • 10-Point Recognition Certificate 	Executives, Public Relations and Communications Director, Sales Managers, Regional Managers, Project Managers	<ul style="list-style-type: none"> • Elevate your profile by becoming one of the organizations honored annually by EPA and DOE for outstanding contributions to reducing greenhouse gas emissions through energy efficiency. • Share energy performance achievements made through successful relationships between your company and facility owners/operators. • Gain a marketing advantage over competitors by demonstrating your expertise and commitment to energy efficiency and environmental stewardship.