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Crescent Lighting: Increasing Sales Through an Effective Sales Force Selling ENERGY STAR® Residential Light Fixtures and The Advanced Lighting Package

Crescent Lighting serves the residential new construction market in the Puget Sound region of the Pacific Northwest, and sells lighting fixture packages to both builders and home owners. As their builders and home owner customers began expressing interest in ENERGY STAR residential light fixtures, Crescent Lighting began to focus more attention on how to satisfy customer needs by including ENERGY STAR qualified fixtures and fans in their lighting packages and ramping up their sales force training efforts.

Owner Ray Gooch and Manager Chris Little recognized that their business could grow by selling ENERGY STAR residential light fixtures. They also recognized that to capture the growth it would be important to educate their staff on the features and benefits of ENERGY STAR qualified light fixtures and ceiling fans and then start educating their builders. The ENERGY STAR mark provides builders and their designers assurance that fixtures meet high performance standards. ENERGY STAR qualified fixtures use 75% less energy than standard incandescent fixtures, come with a two year warranty – double the industry average, and the bulbs within them last 10,000 hours.

In order to accommodate busy schedules, Crescent worked with the local utilities to hold early morning education and training seminars at each of Crescent's two locations. The goal of the seminars was to make sure that Crescent Lighting builder representatives (reps) – those sales people that work directly with builders, had all the information and marketing tools they needed to assist their customers in selecting ENERGY STAR qualified light fixtures for their new homes.



“Crescent Lighting strives to meet the needs of the builder and retail customers. As interest in ENERGY STAR qualified lighting grows, we want our people to be the best at explaining the features and benefits that meet the client’s needs. Our new fixture displays will feature a complete selection from basic lighting to top of the line products.” - Ray Gooch, Owner, Crescent Lighting

Crescent Lighting builder reps help builders and/or their designers select fixture packages. Armed with the knowledge of ENERGY STAR qualified fixtures features and benefits, they can now offer their clients lighting packages that meet the ENERGY STAR Advanced Lighting Package requirements, while providing a selection of fixtures to meet every style and finish for every room in the home.

Above: Crescent Lighting builder reps meet to learn how ENERGY STAR qualified light fixtures and fans can help them increase sales and meet the needs of customers while helping to reduce energy costs.

Selling the Advanced Lighting Package to Builders

Some builders were already purchasing ENERGY STAR qualified fixtures, but Crescent wanted to take sales to the next level with the ENERGY STAR Advanced Lighting Package. Local builders are attracted to the Package because its inclusion in their homes separates their homes from their competitors. To qualify, a home's lighting package must include at least 60% ENERGY STAR qualified light fixtures, and all ceiling fans must be ENERGY STAR qualified.

With a trained sales team and new fixture displays, Crescent Lighting is able to do more than respond to requests for energy-efficient lighting. They are positioned to actively promote the Advanced Lighting Package as a whole house solution.

Puget Sound area electric utilities promote and support the Advanced Lighting Package. Crescent builder reps are actively engaged with the local utilities to promote the Advanced Lighting Package as a cost-saving alternative that uses less energy, produces less heat, meets strict performance guidelines, and helps reduce greenhouse gas emissions.

Advanced Lighting Package Declaration

Each Advanced Lighting Package installation receives an Advanced Lighting Package Declaration from the U.S. Environmental Protection Agency (EPA). The Declaration includes information on the features and benefits of ENERGY STAR qualified fixtures and is customized by EPA with the builder's name and logo, the house address, anticipated energy savings, warranty information, and the environmental message. The Declaration can be displayed in a model home and can be presented to homeowners upon purchase of the model home, or any home meeting the ENERGY STAR Advanced Lighting Package requirements.

Crescent Lighting's Keys to ENERGY STAR Success:

- Trained the entire sales team including builder reps and the inside sales team to provide them with the technical and marketing knowledge they need to sell ENERGY STAR qualified products;
- Displayed ENERGY STAR qualified fixtures to showcase attractiveness and quality performance;
- Met with builders one-on-one to help them develop lighting packages that would beautify the homes, save energy, reduce utility costs, and improve the environment;
- Worked with local electric utilities to understand what support and marketing materials were available.

"We want our customers to know that we can provide the right fixture for every taste, and every application. ENERGY STAR is an important part of our product line. Our sales team has been trained to explain the features and benefits." - Chris Little, Manager, Crescent Lighting



By selling ENERGY STAR qualified fixtures Crescent is able to increase sales while fulfilling customer requests for decorative, energy-efficient products backed by the ENERGY STAR quality and performance requirements.

To learn more about the Advanced Lighting Package visit www.ENERGYSTAR.gov/ALP