

## **Selling High Performance Homes – Full-day Workshop Description and Outline**

### **HTW II Sales Workshop – "Selling High Performance Homes" A Full Day Workshop for New Home Sales Agents & Builders**

This full day workshop is an additional offering of the popular EEBA Houses That Work educational series focused specifically on the needs of new home sales specialists / agents. The session will also be of interest to general full service real estate agents, manufacturers' representatives and housing program or utility personnel. This presentation applies proven sales techniques to the task of helping sales agents educate home buyers on the technical features of High Performance Homes. This will empower home buyers to make better decisions with respect to energy efficiency and other technical advancements. This workshop includes examples, case studies and role plays relevant to both custom and large volume builders and draws on 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.

#### **Relevance to Attendees:**

Participants should be new and experienced new home sales agents / specialists, marketing and product managers employed or contracted by builders, building supply sales representatives and housing program officials. 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.

#### **Learning Objectives:**

- Learn about the specifics of valuable housing programs such as ENERGY STAR for New Homes
- Learn and practice a new sales plan that focuses on helping clients make better, more informed decisions with respect to energy efficiency and high performance technical features.
- Translate the technical features of high performance homes into at least a dozen compelling benefits home buyers can understand and value.
- Learn how to conduct a thorough needs analysis that uncovers a clients interest in high performance homes by asking 6-8 simple questions
- Integrate the technical features of new homes into existing sales and marketing plans.
- Practice using the technical language of high performance homes to enhance sales confidence.
- Practice overcoming the 6 most common concerns or issues homebuyers have with respect to high performance homes

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

## **Workshop Format**

**Length of Workshop:** The workshop is a full day (6.25 hour) format

## **Agenda**

- 8:30 - Welcome, review of the agenda / the objectives, introductions.
- A brief overview of EEBA and the ENERGY STAR program
  - Outline where selling high performance features fits into the complicated new home sales process
- 8:45 - **The Basics – What is a High Performance Home? What is an ENERGY STAR Home?**
- 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
- 9:15 - **Why We Need to Change the Way We Build and Sell Homes**
- 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.
- 9:30 - **The Basics of Building Science**
- The fundamentals that every salesperson needs to know to have the confidence that new home technologies can satisfy the ever increasing consumer expectations.
  - Showing how building science is used by professional builders to resolve all of the changes in house construction
  - Applying building science to common building products and methods to understand how they relate to high performance homes.
- 10:00 - **The Sales Process**
- Matching the increased expectations of consumers with a more helpful sales process
  - Taking control of the sales process so that there is time to educate consumers in a helpful, trust worthy way.
- 10:30 – **Identifying the Many Features and Benefits of High Performance Homes**
- Participants will work with 8 sponsoring manufacturers to learn at least 4 technical features of each product and the corresponding benefits to homeowners – 32 product features and at least 12 new compelling benefits.
  - Review of building science principles and how it relates to product features and benefits
- 12:00 – **Lunch**
- 12:45 – **Creating Memorable Presentations that Inspire Homebuyers to Buy High Performance**

- 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

1:45 – **Identifying Buyers Needs and Desires with Respect to High Performance Homes**

- 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

2:30 – **Overcoming Objections to High Performance Homes**

- 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 energy efficiency is the best available investment opportunity they can make at this time.
- Show how energy savings can help them afford more house, more options.
- Practicing overcoming objections while building trust

3:15 – **Sales and Marketing Tools Available to Sales Agents**

- 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 homes

4:00 – **Summary and Wrap-up**