



SOUTH AFRICAN ENERGY EFFICIENCY LABEL

APPLIANCE SALES TRAINING FOR THE RETAIL SECTOR LEARNER GUIDE





Department: Energy REPUBLIC OF SOUTH AFRICA



This training programme is provided free of charge to South African retailers by the Department of Energy and may be copied and used for ongoing training of appliance sales staff. This training was made possible with funding from the Global Environmental Facility through the UNDP.

Appliance Sales Retail Training Learner Guide

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www.savingenergy.org.za

What is the Purpose of this Programme?

From 2018, retail consultants selling household appliances will be required to know and explain to customers the importance and benefits of buying more energy efficient appliances as part of their sales pitch.

In addition, retail online platforms will be required to make customers aware of the importance of buying energy efficient appliances as part of the online user experience.

The objectives of this training programme are to enable you to:

- 1. Understand the reason behind the mandatory energy performance standards for selected residential appliances and the energy efficiency label.
- 2. Understand what the legislated implications are for you as a retail appliance sales consultant or as an online retail sales platform.
- 3. Understand the South African Energy Efficiency Label and how to use it.
- 4. Skilfully sell energy efficient appliances using the energy efficiency label.

This training programme has been created by the Department of Energy with funding from UNDP and GEF for the retail trade.

How this Training Programme works

The training comprises the following elements

- 1. A 15-minute video
- 2. A Learner manual
- 3. An online, cloud-based training and assessment portal which takes 30 to 45 minutes to complete or completed as a manual test
- 4. A certificate of completion of the training for appliance sales staff which requires a 70% pass rate

This programme can be implemented in two ways:

- 1. A **four to five hour in-depth training** programme which includes an online assessment and certificate for appliance sales employees. This is the recommended training approach which ensures employees have all the knowledge to be able to effectively communicate and sell appliances using the South African Energy Efficiency Label. This four hour approach can be delivered in one session, or could also be conducted over four one hour sessions where one module per day is unpacked and assessed by appliance sales staff.
- 2. An **online training version only** which comprises watching the video, reading the manual and completing the online course and assessment. This route requires a facilitator to be available to the employee to ask any questions they may have to complete the training and could be used where employees are self-motivated to complete the course. This is not the preferred training approach, but may be needed for practical purposes.

MODULE 1

Energy Efficiency – Why?



Why South Africa needed an energy efficiency programme for appliances

There are two main reasons why South Africa introduced an appliance energy efficiency programme:

- 1. South Africa is the largest green-house gas (GHG) emitter on the continent. South Africa's GHG emissions comprise 1.1% of global emissions, but our GDP is only 0.6% of global GDP. South Africa's emissions per capita are above the G20 average, whereas our development level (measured by the United Nations Development Programme's Human Development Index) is below the G20 average. Usage surveys show that household appliances are responsible for a significant percentage of residential power usage, and as South Africa is still reliant on coal-fired power stations, this usage results in increased GHG emissions. By improving the efficiency of appliances, it was estimated that 6 million tons less of CO₂ emissions can be achieved for the country by 2030 a direct benefit to the planet and in line with the country's commitment to the Kyoto Protocol.
- 2. South African consumers are under pressure. Prior to the electrical power outages of 2008 2013, consumers were largely unaware of energy costs. Although some excellent campaigns had been run on reducing energy usage (known as Demand Side Management campaigns), consumers had still not been made fully aware of the total costs associated with everyday appliance use in their homes. Consumers have unknowingly been purchasing inefficient appliances and using these appliances in an inefficient manner. Added to this, the 300% tariff increase in electricity costs over the past five years, with more above inflation tariff increases expected, will continue to put pressure on household finances. By improving appliance efficiency, it was estimated that a total of R12 billion in energy bills could be saved annually (Source: www.savingenergy.org.za) a direct benefit for the consumer and in line with the country's commitment to improve the quality of life for all South Africans as outlined in the National Development Plan.



To empower consumers to manage their costs associated with appliance usage in their homes.



To target residential energy usage to reduce our GHG emissions and negative impact on the planet.

Understanding GHG emissions

What is a Greenhouse?

A greenhouse is made of glass. It traps the Sun's energy inside and keeps the plants warm, even in winter.

Sunlight shines in and warms the plants and air inside. But the heat is trapped by the glass and can't escape.





How is Earth a Greenhouse?

Earth's atmosphere does the same thing as the greenhouse. Gases in the atmosphere such as carbon dioxide do what the roof of a greenhouse does. During the day, the Sun shines through the atmosphere. Earth's surface warms up in the sunlight. At night, Earth's surface cools, releasing the heat back into the air. But some of the heat is trapped by the greenhouse gases in the atmosphere. That's what keeps our Earth's temperature at 15 degrees Celsius, on average.

Yes, it's colder than 15 degrees in a lot of places, and hotter than 15 degrees in a lot of places, but 15 degrees is the average of all the places. *That temperature would melt all the Arctic ice.*

Greenhouse effect of Earth's atmosphere keeps some of the Sun's energy from escaping back into space at night.

The point is, if the greenhouse effect is too strong, Earth gets warmer and warmer. This is what is happening now. Too much carbon dioxide and other greenhouse gases in the air are making the greenhouse effect stronger.

What are the Consequences?

Even a small rise in Earth's global temperature means melting ice at the North and South Poles. It means rising seas. It means flooding in some places and drought in others. It means that some plants and animals thrive while others starve. It can mean big changes for humans too.

The potential future effects of global climate change include more frequent wildfires, longer periods of drought in some regions and an increase in the number, duration and intensity of tropical storms.

Global climate change has already had observable effects on the environment. Glaciers have shrunk, ice on rivers and lakes is breaking up earlier, plant and animal ranges have shifted, and trees are flowering sooner.

Effects that scientists had predicted in the past would result from global climate change are now occurring: loss of sea ice, accelerated sea level rise and longer, more intense heat waves.



What is South Africa's response to GHG emissions?

South Africa is concerned about its contribution to GHG emissions. South Africa took a leading role at the UNFCCC meeting in Denmark in 2009 and committed to keeping its GHG emissions growth to 34% below business as usual emissions by 2020 and 42% below by 2025.

The Appliance Standards and Labelling Programme is just one of the many initiatives which the government is implementing to achieve these targets.

Understanding the Residential Appliance Standards and Labelling Programme

National energy efficiency standards and labelling (EESL) programs have been in existence since the 1970s and now operate in more than 80 countries around the world, covering more than 50 different types of appliances and equipment in the commercial, industrial and residential sectors according to the International Energy Agency (IEA). While the design and coverage of EESL programs vary according to national circumstances, they provide the cornerstone of most national energy efficiency and climate change mitigation programs.

The Appliance Standards and Labelling Programme for South Africa was initiated in 2010 and is a collaborative initiative with the Global Environment Facility (GEF), the United Nations Development Programme (UNDP) and the Department of Trade and Industry, all under the overall custodianship of the Department of Energy.

The first task was to **determine the list of household appliances for the programme.** It was determined that 12 appliance categories should be targeted for the first phase of the Appliance Standards and labelling programme based on the general power usage in the average South African home from research.

APPLIANCE ELECTRICAL USAGE Other appliances TV, computers, cell Washing, laundry phones-8% 2% **Airconditions/heaters** 5% Water Heating **Pool Pumps** (Geysers) 2% 39% Refridgeration 17% **Ovens/Stoves** Lighting 10% 17%

The pie chart here (based on research from Eskom IDM) shows the typical household usage of electricity in South African homes:

Using this and other energy usage information, the Standards and Labelling programme determined that the following 12 specific appliances should be included in the programme:

- 1. Audio-visual equipment TVs, DVDs, Gaming Consoles, Decoders and set-top boxes
- 2. Fridges
- 3. Freezers
- 4. Fridge-Freezers
- 5. Electric Lamps
- 6. Water heaters (geyser)

- 7. Washing Machines
- 8. Tumble Dryers
- 9. Washer-Dryer Combinations
- 10. Electric Ovens
- 11. Dishwashers
- 12. Air-conditioners

While all these appliance groups are part of the programme, not all are required to display the Energy Efficiency Label. The only appliances not required to display a label are Audio visual equipment and electric lamps.

Once the appliance groups had been determined, the next task was to look at the best way to ensure the appliances were efficient. This phase involved extensive engagement with appliance manufacturers and reviewing global best practice and resulted in the government **setting Minimum Energy Performance Standards (MEPS) for appliances** to meet in order to be sold in the country.

Minimum Energy Performance Standard (MEPS)

A MEPS (Minimum Energy Performance Standard) is a specification, containing several performance requirements for an energy-using device, that effectively limits the maximum amount of energy that may be consumed by a product in performing a specified task.

MEPS are usually made mandatory by governments. In South Africa MEPS are made mandatory by the Department of Trade and Industry and are enforced by the NRCS (National Regulator for Compulsory Standards). The SABS (South African Bureau of Standards) is responsible for setting and publishing the standards which manufacturers must meet. MEPS are therefore legislated standards which must be complied with by law in South Africa. These are not voluntary guidelines but compulsory legal requirements, as defined by VC 9006 and 9008.

Testing procedures to meet MEPS are based on global standards, such as the International Electrotechnical Commission (IEC), or local standards which specify how performance is measured. Each country sets its own MEPS and energy classes, so country A and B use the same standard, but may have different MEPS. For this reason, South Africa does not accept energy efficiency labels from other countries.

To ensure an appliance meets the MEPS – the appliance must be tested at an internationally accredited independent testing facilities. In South Africa testing is provided by the SABS and private testing facilities. Manufacturers own internal testing laboratory results are not accepted.

Manufacturers and distributors cannot sell their products until they have been registered by the NRCS and provided the independent test results which verifies the energy class of the appliance. Compliant products are then issued an Letter of Authority (LoA).

MEPS legislation recognises that it takes time to achieve energy efficiency compliance, and the industry is given time (generally 12 months) to be able to clear old stock and to gear up with new energy efficient stock. MEPS compliance deadlines are set with this in mind.

In South Africa, the deadlines for appliances were set as follows:



Dishwashers



Washer-Dryers



Washing Machines



3 2223

Tumble Dryers



All the appliances above were required to meet the MEPS by February 2016

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MEPS compliancy deadlines for Fridges Feb 2016; Electric Geysers Aug 2017; Air conditioners Aug 2016; Light bulbs 2014; AV Equipment Mar 2015

MEPS for Electric lights or lamps

In lamps only, a small portion of the electrical energy consumed is converted into actual light energy. The remainder is lost as waste heat, for example a standard incandescent lamp is so hot it will burn your fingers if touched. Efficiency is gained by firstly moving from one technology type to the next in the following order, with an indicator of relative usage:

- 1. Incandescent 100W
- 2. Halogen will use 70W for the same light
- 3. Compact Fluorescent will use 20W (Commonly known as CFL) for the same light
- 4. Light Emitting Diodes will only use 8W (Commonly known as LED) for the same light

The use of Incandescent bulbs is being phased out completely in South Africa in terms of South Africa's commitment to the global enlighten initiative by the UN Environment Programme (UNEP) and the CFL lamp is also now being phased out due to the mercury content which is harmful in landfills and recycling. The best lamp option is LED for customers to use. An explanation of the lamps available is provided below:

Туре	Picture	Size	Lum/W	Life	Comments
Incandescent - simple heated filament in inert gas	T	100W 75W 60W	10-12	1000 hours	Original lamps Excellent colour rendering Becomes hot during use Any lamp above 40W banned
Halogen lamps - heated filament in inert gas plus a halogen gas such as iodine or bromine.		70W 60W 42W	17-19	1000 hours	Effectively an Incandescent replacement Excellent colour rendering Becomes quite hot during use
Compact Fluorescent Lights (CFL) - a low pressure mercury-vapour gas-discharge lamp		20W 15W 11W	50-60	8,000 to 6,000 hours	Poor colour rendering Fairly fragile due to small tubes Contains mercury Warm during use
Light Emitting Diode (LED) – a solid state device i.e. electronics	U	12W 9W 6W	80-90	10,000 to 50,000 hours	Fair colour rendering, continuing to improve Reaching the end of the efficiency improvement curve Slightly warm during use

• Due to the rapid innovation and variety of lamps – a variety of minimum performance standards have or are being developed for lighting.

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One of the most important benefits of implementing MEPS for appliances is that all high energy consuming appliances are no longer permitted to be sold in South Africa. This legislation therefore protects the consumer from sub-standard products. It is important to note however, that better energy efficiency does not mean better quality. Quality is determined by a larger set of criteria.

NRCS – What is their Role?

The NRCS emerged as an independent organisation from the original Regulatory Division of the South African Bureau of Standards and falls within the area of responsibility of the Department of Trade and Industry (the DTI).

The NRCS's mandate includes promoting public health and safety, environmental protection and ensuring fair trade. This mandate is achieved through the development and administration of technical regulations and compulsory specifications as well as through market surveillance to ensure compliance with the requirements of the compulsory specifications and technical regulations. NRCS stakeholders include the South African Government, industry and the citizens.

SABS - What is their Role?

The South African Bureau of Standards (SABS) is a statutory body that was established in terms of the Standards Act, 1945 (Act No. 24 of 1945) and continues to operate in terms of the latest edition of the Standards Act, 2008 (Act No. 8 of 2008) as the national standardisation institution in South Africa, mandated to:

- Develop, promote and maintain South African National Standards (SANS)
- Promote quality in connection with commodities, products and services
- Render conformity assessment services and assist in matters connected therewith.



What about Non-Compliant Products?

The NRCS have approvals inspectors based at their offices, and market surveillance inspectors who are out in the market and at ports of entry into the country checking on appliances. It is the retail buyer's responsibility to ensure all appliances bought and placed on the shop floor are compliant.

When non-compliant products are found in the market the following actions are taken:

- The manufacturer or distributor must agree in writing to quarantine the products until they are tested and have an LoA. If they do not meet the MEPS, the manufacturer must destroy or recycle the products.
- The distributor will be instructed to return the goods to origin at their own cost.
- The NRCS may also seize the non-compliant appliances directly. These goods will be destroyed after 3 months in an accredited environment facility.

Should a non-compliant product be found, the NRCS can be contacted on **0800 214 719**.

Process for the Manufacturer to obtain an LoA



www.savingenergy.org.za

Why do we need a Label as well as MEPS?

Although MEPS ensures that South African consumers have a choice of compliant independently tested energy efficient appliances – there is an opportunity to empower the consumer to buy more efficient appliances and to use their appliances efficiently which will increase the benefits of GHG emissions and monthly energy costs.

Therefore, only part of the solution lies with the manufacturer of appliances – the other part lies in the hands of the consumer.

Appliance labelling is aimed at the consumer. It is a conscious attempt to modify consumer thinking, attitude or belief as it relates to energy efficiency of household appliances, which will in turn influence their decision-making and action(s) when purchasing and using these appliances. Standards and Labelling Programmes are designed to modify the selection criteria of consumers by drawing their attention to the energy consumption of household appliances.

Energy labels provide consumers with information, which enables them to compare the energy efficiency of the different appliances on sale and to understand what effect the appliance will have on their energy costs from usage of the appliance. For this reason, it is mandatory in South Africa for new appliances displayed in-store and online to display the SA Energy Efficiency Label as part of the programme so that consumers are empowered with knowledge to buy and use appliances more efficiently.

The following graph gives an overview of the effect of introducing both standards and labels on energy efficiency which shows the additional effect that a label has in these programmes:



Energy Efficiency achieved

Appliance Efficiency Global Case Studies

Standards and Labelling programmes are found in countries that account for 80% of the world's population and those countries with a higher share of energy use and CO₂ emissions. Wherever you go in the world, expect to see some form of Appliance Standards and Labelling programme.

From international research we know that in 2016, the world would have used 12% more energy had it not been for energy efficiency improvements which have been made in manufacturing and changed behaviour by consumers. Energy efficiency programmes implemented since 2000 have helped households in several major economies avoid nearly R4 trillion in additional spending on energy in 2016.

For example, the International Energy Agency (IEA) notes that in Germany, France and the United Kingdom, household energy bills in 2016 were on average over R5,385 per person per annum lower than they would have been had energy efficiency not improved as it did since 2000.

Savings are also being made in large emerging economies, where demand for energy services is growing. For example, the International Energy Agency reported in 2017 that on average Chinese households would have spent 25% more on energy in 2016 if not for efficiency programmes.

Where energy efficiency programmes have been prioritised in African countries, the results have been impressive. For example, to address rolling blackouts, Ghana's government established Africa's first appliance energy efficiency standards and labelling programme in 2000. The programme currently covers CFLs, household refrigerators and air conditioners, and Ghana's Energy Commission plans to expand the programme to cover motors and televisions. Moreover, a ban on importing used refrigerators has prevented over 260,000 old appliances from entering the market. Consumers and businesses have benefited enormously from these policies; the room air conditioner standard alone saves R861 million rand in reduced energy bills each year.

The evidence above clearly proves that appliance Standards and Labelling programmes is a global trend and manufacturers worldwide are developing more and more efficient domestic appliances.

Label designs from around the world - each one is different with different standards





Module 1 : Knowledge Checkpoint

Answer the following questions by selecting the correct alternatives.

1. Indicate whether the following statements are True or False.

		Т	F
a.	Certain appliances in South Africa were very inefficient when compared to countries where there are standards and labelling programmes.		
b.	South Africa's Greenhouse Gas Emissions are the lowest in Africa.		
c.	The appliance Standards and Labelling Programme is being implemented by government to help consumers manage their energy costs.		
d.	The MEPS in South Africa are the same as other countries.		
e.	Appliance Standards and Labelling Programmes around the world are not very successful.		

2. For an appliance to be permitted on the shop floor, the following is required by law.

Tick the correct options below. There may be more than one correct option

a.	The appliance needs to go through a testing process by independent accredited facilities.	
b.	The appliance does not need to meet the MEPS standards	
с.	Each appliance needs to obtain a Letter of Authority (LoA)	
d.	Appliances displayed on the shop floor must display a South African Energy Efficiency Label that corresponds with the LoA.	
e.	Non-compliant products may remain in the shop floor to be sold if there is an indication of their non-compliance.	

3. Non-compliant appliances will be dealt with in the following ways by the National Regulator for Compulsory Standards (NRCS):

Tick the correct options below. There may be more than one correct option

a.	The non-compliant appliance must be labelled as non-complaint, but can be sold.	
b.	The appliance or product may be quarantined until tested and have an LoA.	
C.	The products may be returned to their origin at suppliers cost.	
d.	The products can be taken by the NRCS and destroyed.	

4. Identify the appliances that the new South African standards and labelling applies to.

Tick the correct requirements below.

a.	Air conditioners
c.	Freezers
e.	Dishwashers
g.	Irons
i.	Electric Geysers
k.	Washer Dryer Combos
m.	Fridge, Freezer Combos

b.	Electric lamps
d.	Kettles
f.	Washing Machines
h.	Tumble Dryers
j.	Fridges
١.	Electric Ovens
n.	Audio Visual Equipment

Т

MODULE 2

Understanding the South African Energy Efficiency Label

COFSOUTH		
	Refrigerator	
Manufacturer		
Model		
More efficient		
A+++		
A++		
A+		
A		
В	В	20
C		
C		
C D Less efficient		
C Less efficient Energy consumption, kWh/year	XYZ	
C Less efficient Energy consumption, kWh/year (based on standard test results for 24 h)	XYZ	
C Less efficient Energy consumption, kWh/year (based on standard test results for 24 h) Actual energy consumption will depend on appliance is used and where it is located	how the	
C Less efficient Energy consumption, kWh/year (based on standard test results for 24 h) Actual energy consumption will depend on appliance is used and where it is located Fresh food volume, litre	how the YZ	
C Less efficient Energy consumption, kWh/year (based on standard test results for 24 h) Actual energy consumption will depend on appliance is used and where it is located Fresh food volume, litre Frozen food volume, litre	how the YZ	

110mm

SUULII AITILAII EHEIBY ETHLIEHLY LADEI **Appliance Sales Retail Training** Learner Guide

The Label in Summary

D

XYZ

YΖ

YΖ

YΖ



Less efficient

Fresh food volume, litre

Frozen food volume, litre

Noise (optional)

SANS 62552

(dB(A) re 1 pW)

Energy consumption, kWh/yea

ndard test results for

Actual energy consumption will depend on how the appliance is used and where it is located

urther information is contained in the product brochure.

The label lists the type of appliance, the manufacturer and the model

The black arrow and letter indicate the energy performance standard of this appliance as tested by an independent laboratory. All appliances with the label meet the Minimum Performance Standards – but some may exceed the standards.

This figure lists the estimated average energy usage of the appliance in Kilowatts – either per cycle, hour or year. You can work out the actual cost of running the appliance if you know the cost per kilowatt from your electricity provider.

indicate the degree of energy efficiency of the appliance. The dark green being the most efficient and the dark red the least efficient.

Other information may include the capacity, water usage and noise levels of the appliance to help customers make a fair comparison between similar models.

The correct Energy Efficiency Label

The new label, with the Department of Energy's energy efficiency logo on top, was developed in 2015 and was finally designed and revealed to the public in May 2016.

The initial label design in the market is no longer acceptable for use in the market and manufacturers and retailers must ensure they are using the correct version. The new label has been phased-in giving both manufacturers and retailers enough time to use the updated South African Energy Efficiency Label. The old label may no longer be used. The NRCS would view the old label as non-compliant.



What about fake labels?

The NRCS have encountered fake labels in the market, and rely on the retail value chain to be vigilant in checking that the label is correct for the appliance and model and that it does have a valid LoA.

One of the things to look for on an approved label is <u>the SANS number</u> (South African National Standards) on the bottom left.

The other indicator is the <u>size of the label</u>. The standard label size is 110mm x 200mm for all appliances except lamps. Lamp labels (where included) are 55mm x 100mm.

Should a fake label be identified, the NRCS should be notified.

The SA Energy Efficiency Label Guide is available online and contains more detailed information about the exact specifications for each label.

What about SADC countries?

The South African Government is working with our neighbouring countries to implement and adopt the same standards for appliances in their countries. A Memorandum of Understanding (MOU) has been signed in Botswana where the country will now recognise the SA Energy Efficiency Label as valid. Similar agreements are being pursued in other countries. If your retail chain extends to SADC countries selling product sourced from South Africa, it would be worthwhile for the sales representatives in those countries to also go through the training programme.

Purpose of the Label

The South African Energy Efficiency Label is designed to <u>provide South African consumers with accurate and</u> <u>comparable information</u> on the energy efficiency of household appliances and equipment and to encourage them to buy more efficient appliances.

The information provided on the label informs users of the energy efficiency rating of each appliance, the manufacturer and product model. For some appliances, the label will also have non-energy data such as water consumption per cycle and appliance noise level.

The label also indicates to the consumer that the appliance is legally allowed to be sold and used in South Africa.

All About the Label

Each appliance has a slightly different label. Manufacturers must ensure that every appliance includes a physical label whether on the product or in the packaging.

AV equipment, including TV, video recorders, set top boxes, and audio equipment, do not have a label. To be sold in South Africa all audio-visual equipment must have a standby power usage of less than 1 Watt. Set top boxes and decoders must be less than 3 Watts.

The information provided on each label informs the consumer of the energy efficiency rating and performance of each appliance, as independently tested.

<u>All labels have seven horizontal colour coded bars</u> extending from the left towards the column on the right of the label, ranging vertically from dark green on top to dark red in the bottom. Dark green being the most energy efficient class and dark red being the least efficient energy class.

The actual energy efficiency class of each appliance is indicated by a white letter on a short black coded bar on the right side of the label. Depending on the minimum energy performance level set for each appliance, the energy grades will vary from A+++ to D, A++ to E, A+ to F and A to G.

Many manufacturers today are producing appliances which are super-efficient and perform way above the Minimum Energy Performance Standard (MEPS), thus will have an energy class corresponding with the dark green energy efficiency bar. The energy grades will vary from A+++ to D, A++ to E, A+ to F and A to G. This range is consistent with the label's seven colour codes. These are known as energy classes.



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The appliances' energy consumption is reported in either kilowatt hours (kWh) per annum or kWh per cycle. The energy performance of appliances that are normally operational throughout the year, such as refrigerators and storage water heaters, is depicted in kWh per year; whereas for appliances that are used as and when necessary, such as washing machines and dishwashers, energy consumption is expressed in kWh per cycle.

Manufacturers and distributors must ensure that:

- They supply a label with each product, free of charge, to the retailers.
- They provide a product fiche/manual with literature on energy consumption.
- The information provided on the label and product is accurate.
- Stores are jointly responsible for ensuring the appliance has a label.
- The label corresponds to the Letter of Authority

Reading the label



ENERGY Washing machine Manufacturer Model	Apart from the rating, the label also sh consumption. This is reported in either annum (kWpa) (per year), or per cycle	ows the appliance kilowatts hour (k) (of wash).	's energy Wh), kilowatts per
More efficient 0.000 X++ 8.0 A B C Les efficient D	Energy consumption, kWh/year (based on standard test results for 24 h) Actual energy consumption will depend on how the appliance is used and where it is located	XYZ	
Note of the standard of the synaktic technology XYZ Anal are are go conservational, which cyclus XYZ Again are go conservational, which cyclus ARCD/07G System strategy are	The energy performance of appliances throughout the year, such as refrigerat depicted in kWh per year. A kilowatt he a 1kW supply (power) is used for 1 hou	that are normally fors and storage w our is the amount r.	operational ater heaters, is of energy supplied i
ENERGY Benergy Washing Model More difficult Cooperation Cooperatio	The SANS number proving the validity of bottom left corner - this refers to the shas been tested.	of the label can be tandard against w	found on the hich the appliance
B B C D Lass officient Turung consumptions, NMN years Antonicaras magnitudina da anton da	Noise (optional) (dB(A) re 1 pW)		YZ
spin training and tra	Further information is contained in the product Norm SANS 62552	ct brochure.	
Capatry (colors), lig YZ Victoricanarption L Network (colors), light L	Norm SANS 62552		

The following table reflects the Minimum Energy Performance Standard for South Africa. Appliances need to be rated with a minimum of the below standards in order to be sold in South Africa.

APPLIANCE	NEW MEPS
Geysers	В
Refrigerators & Fridge Freezer	В
Lighting	Not covered / Voluntary standards
Air Conditioners	В
Freezers	C
Washing Machine & Washer Dryer	А
Tumble Dryers	D
Dishwashers	А
Ovens	A / Large B
AV Equipment	Passive ≤1W
Avequipment	Set-top box ≤3W

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Examples of Different Labels



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Tumble Dryer Fridge Freezer Washing machine **D** MEPS **B MEPS B MEPS ENERGY ENERGY ENERGY** Washing machine Fridge-Freezer Tumble dryer Manufacturer Manufacturer Manufacturer Model Model Mode More efficient More efficient More efficient A++ A+ A₽ A₽ A A A В В B D Less efficient Less efficient Less efficient Energy consumption, kWh/cycle XYZ XYZ Energy consumption, kWh/cycle (based on standard test results for dry con Energy consumption, kWh/year (based on standard test results for 24 h) XYZ cotton cvcle) Actual energy consumption will depend on how the appliance is used. Actual energy consumption will depend on how the appliance is used. Actual energy consumption will depend on how the appliance is used and where it is located Spin drying performance (A: higher G: lower) Spin speed (rpm) ABCDEFG XYZ Capacity (cotton), kg Air vented XY Fresh food volume, litre YΖ Capacity (cotton), kg YZ YZ Frozen food volume, litre YΖ Water consumption, L Noise Washing XYZ XYZ Noise (Optional) XYZ Noise (optional) (dB(A) re 1 pW) YΖ (dB(A) re 1 pW) (dB(A) re 1 pW) Spinning Further information is contained in the pr Further information is contained in the product brochure. Further information is contained in the product brochure m SANS 61121 m SANS 62552 orm SANS 60456 **Ovens** Large oven A MEPS **B MEPS ENERGY ENERGY** 7 Small/Medium Large Oven Oven Manufacturer Manufacturer Model Model More efficient More efficient /A∖-f ∕∆⊣ A A B D Less efficient Less efficient Energy consumption, kWh Heating function: Energy consumption, kWh Heating function: XYZ XYZ Conventional Conventional Forced air convection (Based on standard load) Forced air convection (Based on standard load) XYZ XYZ Usable volume, L ХΥ Usable volume, L XY Noise (Optional) (dB(A) re 1 pW) Noise (Optional) XYZ XYZ (dB(A) re 1 pW) Further inforn ined in the product brochure Further infor ation is c tained in the product brochure rm SANS 60350-1 rm SANS 60350-1

Retailer Obligations

Retailers have three main roles to play in terms of the Energy Label:



The LoA

Appliances may only be sold in South Africa after they have been issued with a Letter of Authority (LOA) from the NRCS. Refer to Module 1 for further information.

Display of the South African Energy Efficiency Label

It is the retailers responsibility to ensure that the label is displayed correctly. Some labels are sent in the packaging. The retailer needs to find the label, ensure that it is correct for the model and type of product, and affix the label in the correct position.

Retailers and wholesalers must ensure that:

- They affix the supplied label on the outside of the appliance where clearly visible to the consumer, usually in the top left corner of the appliance. On air conditioners and water heaters (geysers), the label should be on the bottom right corner of the appliance.
- The label should be displayed on the outside of the showroom cupboard for integrated appliances.
- In the case of distance selling and other forms of selling where the end-user cannot see the product displayed (online and catalogue sales), make sure that potential end-users are **provided with product energy efficiency class and energy consumption data** before purchase.
- Any advertisement or promotional material for a specific appliance model which discloses energy related, price or technical information, **must indicate the energy efficiency class** of that model. It is important for trainers to engage with their marketing and brand teams to ensure that compliance extends to advertising.

Displaying the Label on Appliances

The label must be affixed on the outside of the product in a clearly visible position. The labels shall be affixed to appliances as guided below. The online label should be available for the customer to view in a similar format.

Product Category Label	Merchandising Position	Example
Lamps	Labels are not currently mandatory for lamps	
Air Conditioners	On the front of the appliance in bottom right-hand corner	Rurr 2
Electric Ovens	On the front of the appliance in top left-hand corner	
Refrigerating Appliances	On the front of the appliance in top left-hand corner	
Dishwashers	On the front of the appliance in top left-hand corner	
Washing Machines	On the front of the appliance in top left-hand corner	
Washer Dryers	On the front of the appliance in top left-hand corner	
Tumble Dryers	On the front of the appliance in top left-hand corner	

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Storage Water Heaters	On the front of the appliance in bottom right-hand corner	
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	Displaying the Label on online shopping platforms				
	Merchandising Position online				
Th	e label must be loaded to the online shopping portal so that it can be easily read by the customer.				
Th	ree ways are acceptable:				
1.	Include the SA Energy Efficiency Label as an image next to the listed product – at a size that is legible for the customer to read.				
2.	Load the SA Energy Efficiency Label as an image and include under Model Information /details.				
3.	Include the energy efficiency class and energy consumption information with the model.				
lt i mu	is not sufficient to only include the SA Energy Efficiency level in the text of model information – online retailers ust display the label with the product.				
In ⁻ en	the check-out process – we recommend adding a compliance question to ensure that customers are aware of the ergy efficiency performance standard and energy usage of the product.				
"I (am aware of and understand the energy efficiency level and energy usage of the appliance I am buying."				
Fo op lev	r online retailers wanting to leverage more opportunities from the label – we recommend creating comparison o tions using the SA Energy Efficiency Label information for customers to compare the different energy efficiency vels of appliances they are buying – refer to <u>www.savingenergy.org.za</u> for an example				
	Display of the label in advertising and promotional material				

When advertising appliances, the minimum requirement is to include the approved SA Energy Efficiency rating next to the product together with the product information and price. Be sure not to include an international rating or label (whose legal obligations are likely to be different from South Africa) which is misleading and false advertising, which then is a key business risk. Marketing departments should be aware that this information is now a legal requirement for appliance sales.

Use and Display of International Labels

Imported products will often have an international energy label attached to the product – this may include the European Label, the Energy Star Label or other labels. For display purposes, retailers must remove the international labels and ensure the South African Energy Efficiency Label displayed prominently according to regulations and to avoid customer confusion.

Remember that the energy classes for appliances are different around the world, so an A or 4 star performing appliance may not be the same according to the South African standards.



More information on the label and energy efficacy

If you are interested in learning more about the SA Energy Efficiency Label and the Standards and Labelling programme – please visit the website <u>www.savingenergy.org.za</u> and follow the latest news and information on Facebook – South African Energy Efficiency Label or Twitter @SA_Energy_Label.



Module 2 : Knowledge Checkpoint

Answer the following questions by selecting the correct alternatives.

1. Which of the following combinations best describe the purpose of the energy label?

Place a tick next to your selected answer

a. i, ii, iii			b. ii, iii		c. i		
i. To empower South African consumers to be more energy efficient							
ii.	To provide South African consumers with a way to compare appliances based on the energy efficiency rating						
iii.	To show that the appliance is compliant with the countries MEPS and is legally able to be sold in South Africa						

2. Answer the following questions based on the South African Energy Efficiency Label. Select the correct option

		a.	Who manufactured this product?			
			JFT	WCK	EMC	
	THE OWNER WHEN THE	b.	Which appliance does	this label relate to?		
AND THICK.			Washing Machine	Dishwasher	Washer-Dryer	
ENE	PGV	c.	What is the model nu	mber for this machine	2?	
	nui		SANS50229	FH4U2TMP8S	MHR5672J5L8	
VF 5001	Clothes	d.	Which energy efficien	cy class does this pro	duct fall into?	
Manufacturer	washer - dryer		A+++	В	А	
Model	FH4U2TMP85	e.	What is the energy co per cycle?	nsumption for the wa	sh only function	
A+++			8,0 kWh	1,00 kWh	5,39 kWh	
A++ A+		f.	What is the energy co function per cycle?	nsumption for the fu	l wash and dry	
A	A		5,39 kWh	8,0 kWh	1,00 kWh	
В		g.	What rating has been	awarded to the wash	ing performance?	
D			D	F	А	
Less efficient		h.	What is the capacity f	or the washing functi	on of this machine?	
Energy consumption, kWh/cycle (to wash and dry a full capacity load at 60 °c)	5,39		5,0 kg	105L	8.0kg	
Washing (only), kWh/cycle Actual energy consumption will depend on how the appliance is used.	1,00	i.	What is the capacity f	or the drying functior	of this machine?	
Washing performance (A: higher G: lower)	ABCDEFG		5,0 kg	8.0kg	105L	
Capacity (cotton), kg: Washing	1400 8,0	j.	How much water doe	s the machine consun	ne in 1 cycle?	
Drying Water consumption, L	5,0 105		105L	8.0kg	5,0 kg	
Noise Washing (dB(A) re 1 pW) Spinning	57 74	k.	What is the noise leve	el in dB(A) for the dryi	ng function?	
Drying Further information is contained in the product brochure.	59		74dB(A)	59dB(A)	57dB(A)	
Norm SANS 50229		١.	What is the maximum	n noise level in the spi	nning function?	
			59dB(A)	74dB(A)	57dB(A)	
		m.	What is the maximum	noise level in the wa	shing function?	
			57dB(A)	59dB(A)	74dB(A)	

3. What is the minimum energy performance standard for each of the following appliances?

	Appliance		MEPS		
1.	Washing Machine & Washer Dryer	A+	А	С	
2.	Refrigerators & Fridge Freezer	В	А	D	
3.	Freezers	A++	В	С	
4.	Geysers	С	В	А	
5.	Air Conditioners	A+	В	А	
6.	Dishwashers	В	С	A	

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7.	Lighting	Various	С	D	
8.	Tumble Dryers	С	D	А	
9.	AV Equipment	А	С	Passive ≤1W	

4. A fake SA Energy Efficiency label can be identified in the following ways:

Tick the correct options below. There may be more than one correct option

a.	The label size is 110mm x 200mm on normal appliances	
b.	The information on the label does not correspond to the machine it is being displayed on.	
с.	The LoA for the appliance does not match the label	
d.	The label indicates the SANS number in the bottom left corner	

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5. Indicate whether the following statements are True or False.

		Т	F
a.	Appliances may only be sold in south Africa after being issued with an LoA		
b.	The label can be hidden in the box of the appliance for any appliance on display on the shop-floor		
С.	The label can be on any side of the appliance		
d.	The LoA is issued by the NRCS		
e.	The label should be on the outside of the product in a clearly visible position when displayed on the shop floor		
f.	The label does not need to be shown online on retail websites		
g.	The energy efficiency rating of appliances must be included in advertising materials		

6. The three main roles retailers play regarding the *energy* label are:

a.	To sell the most expensive product on the shelf.	
b.	To ensure customers are informed about the energy label and the information provided on the label	
C.	To sell the cheapest product on the shelf to suit the customers budget.	
d.	To ensure the energy label is visible on all appliances	
e.	To ensure that all appliances on the shop floor have an LoA	

MODULE 3

Selling Energy Efficient Appliances using the Label



Selling Is...

Identifying the needs of a potential customer and satisfying those needs

It is achieving a *win-win* situation

Using the SA Energy Efficiency Label, you will be able to both sell better and deliver an added benefit to your customer.

The Moment of Truth

To understand "the moment of truth"; it's important to understand the customer lifecycle with a brand, product or in our case, the Energy Label. There are many moments at which a customer (or potential customer or former customer) will interact with a brand and the label.

A moment of truth is simply any interaction during which a customer may form an impression of your brand or product and its energy efficiency. This impression may be either positive or negative.

Why Does the Moment of Truth Matter?

The moment of truth matters because in an increasingly crowded market place, brands and products can only differentiate themselves on service and now on their energy efficiency. Wherever a gap in the market exists there will be many competitors that rush to fill that gap.

While there continues to be an ability to differentiate appliances based on the product performance and brand reputation, there is an opportunity to drive greater and more tangible differentiation through customer service and energy efficiency communication.

If a customer is delighted at every interaction with a brand or product, they are unlikely to change in favour of a competitor. There is also more chance that the customer will go on to become engaged and even become a "brand ambassador" or "brand fanatic".

There are two real potential outcomes at a moment of truth – a magical moment or a miserable moment. While neutral outcomes are possible, they are in reality unlikely; you will either impress or fail to impress a customer during most interactions. These moments were first conceptualized by Shep Hyken a Customer Experience designer.



Magical Moments

A magical moment is one where the customer's expectations are not just met but are exceeded. Many designers will think big picture on this (for example; a customer enters a store and is rewarded with a discount on their purchase) but in truth, magical moments can be delivered by just handling an interaction well (for example; a customer can walk out with a far more energy efficient appliance at a competitive price).

Miserable Moments

Miserable moments increase the likelihood of customer churn (agitation) and the customer telling others about poor service or non-understanding of needs. They are the moments where a sales employee ignores or engages dismissively with a client looking for a new appliance.

It is worth noting that miserable moments can be created into magical moments if the customer is concerned enough to complain to the service provider about the issue. How issues are resolved can often help create lasting positive impressions on the customer; which is good because it is unlikely (if not impossible) to prevent all possible lapses in service before they occur.

Four Discrete Moments of Truth

There are four moments of truth in service and customer experiences that have been recently conceptualized and defined in service design. The first was developed by Google, the next two by Proctor and Gamble and the final one by Brian Solis, the author of "What's the Future of Business: Changing the Way Businesses Create Experiences."

CREATE AN UNFORGETTABLE CUSTOMER EXPERIENCE



Anatomy of an Experience

Solis explains that to shape a meaningful experience, you need four "moments of truth." "A moment of truth isn't anything new in business," he admits, referencing 2005 coverage by the *Wall Street Journal* of Proctor & Gamble's approach to consumer experience and Google's 2012 ebook *ZMOT: Winning the Zero Moment of Truth*. The four moments of truth are:

1. **Zero Moment of Truth (ZMOT).** Introduced by Google, it's what people search for and find after encountering the stimulus that directs their next steps. As Google itself puts it, this is "that moment when you grab your laptop, mobile phone or some other wired device and start learning about a product or service you're thinking about trying or buying." In South Africa this may also include keeping and reading through promotional materials provided in newspapers and at outlets.

Here retailers should ensure that the Energy Label and/or Energy Rating of appliance is clearly displayed in all media platforms. Buyers should be drawn to the energy efficiency rating or label at this early stage, become aware that the energy label can make a difference to the purchasing decision. Energy Efficiency can be a stimulus for sales and can be used as a search word hook for retailers.

2. **First Moment of Truth (FMOT).** Introduced by Proctor & Gamble (P&G), it's what people think when they see your product, and the impressions they form when they read the words describing your product. "It is in these precious moments that P&G believes marketers must focus efforts on converting shoppers into customers," Solis explains.

In that first moment of truth, the efficiency of the product should be part of the overall description and the buying decision making process. By now the customer should have noticed the difference in energy efficiency between the various products available. This should be considered in conjunction with other product features and benefits.

3. **Second Moment of Truth (SMOT).** Furthering P&G's thinking, it's what people feel, think, see, hear, touch, smell and (sometimes) taste as they experience your product over time. It's also how your company supports them in their efforts throughout the relationship.

This moment of truth is where you, the sales representative can play a key role. How you greet the customer, present the products and their energy efficiency is core to this Moment of Truth. Use this interaction to thoroughly inform the customer of the energy rating for their various options. Highlight the additional benefits of a more energy efficient product.

4. Ultimate Moment of Truth (UMOT). A stage that Solis introduces brings to light the importance of shared experiences and why organisations must first design them rather than just react. It's that shared moment at every step of the experience that becomes the next person's ZMOT.

Over time, using customer experience of energy efficient appliances can be shared and used in a sales process. By effectively selling the benefits of energy efficient products, your job can become easier as more consumers become conscious of their impact on the environment and other energy efficiency products can be sold.

"When we talk about the idea of experience," Solis argues, "it's not only in reference to User Experience (Ux) or Customer Experience (Cx), it's also about Information Experience ... what's shared, what comes back, what people are sharing about those experiences. These moments can be predetermined and optimized." Using the SA Energy Label should be a superior Information Experience (Ix).



The Buyers Journey

7 Steps of Retail Selling using the Energy Efficiency Label

Striking a balance between a positive experience for the customer and a quick sale for the store can be difficult. The trick is to create an environment in which the customer feels comfortable making a purchase and is excited about the product and experience.

Once this technique has been mastered, customers will move themselves through the buying process more rapidly. It doesn't require additional pressure from you, the salesperson, but it does require an ability to follow the steps to create a positive *buying* environment. The steps outlined below will help you create that environment and close more retail sales in a timely manner using the Energy Efficiency Label as a tool.

Creating a Positive Buying Environment

Instead of trying to push your customers *through* the buying process, these steps will encourage them to *pull* their own way through. A salesperson who has mastered these steps will have customers rapidly moving from casual browser to loyal customer.

STEP 1: Greeting & Establishing a Relationship

You can't sell to a customer if you're not talking to them. Standing behind the counter or hiding in an aisle is not an option. You need to be engaging with customers as they come through the door.

This step is very important as it sets the tone for the whole interaction. Have any of you ever had a customer tell you "I'm just looking"? You're kidding me right!!?? You want that opening line to be better than "can I help you". A good opening line will prevent "I'm just looking". A line you could use is "Have you seen our new energy efficient appliances?" or "Can I help you save some money today?"

When a customer walks in your door or department, look him or her in the eye, smile (no matter how tired you are), and greet them. If you're working with another customer, let the new arrival know that someone will help them soon.

Many customers will stay longer if you acknowledge them. If you are engaged in another task such as restocking merchandise, immediately stop what you're doing and offer to assist the customer.

A good measure is to allow about 15 seconds for customers to get their wits about themselves, leave the traffic and nonsense behind, and focus on the reason they are at your store.

STEP 2: Probing/Questioning

This might be the most important part of the **Retail Selling Steps**. How do you know what your customer wants if you haven't asked them enough questions? We have all seen salespeople go right into demonstrating after only one question. It's it often used analogy, but would you feel comfortable if you went to a doctor and he asked you one question then wrote out a prescription without even checking anything else.

Establish Trust. In any relationship, trust is built through *back and forth* communication. Only with the *back and forth* will salespeople be invited to listen to the customer's needs and offer solutions. Ask questions, listen for their answers and share something from your own experience. We call it *Windows of Contact*. This step elevates the salesperson to the role of trusted advisor and helps the customer feel comfortable making a purchase from them.

With the SA Energy Efficiency Label, you now have many more opportunities to ask and answer questions around appliances – what level of efficiency are they looking for? Is water consumption a concern? What about noise level? Before you may have been restricted around models and brands – but the energy label now provides additional windows of contact.

Focus on the customer and determine what he or she is looking for. Don't be distracted by other conversations. While keeping store security in mind, give the customer your undivided attention. As Stephen Covey says, "Seek first to understand; then be understood."

STEP 3: Demonstration/Presentation

This is the time you need to add value to your product. It's so very important to know your product. Here you can take the wants and needs you gained from **retail selling step** 2 and match the correct product for your customer.

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The main obstacle to a quick sale is price without value. Customers frequently balk at the cost of an item if it is not carefully presented. Once this happens, you are in a very difficult position. To avoid this, you need to be able to focus the conversation on what the product *provides from the start*, not what it *costs*. Showing the customer how a product is energy efficient and therefore can add value to their lives and the planet, keeps the conversation away from the sticky topic of price.

STEP 4: Trial close

In this step you are trying to find out where you're at with the customer. You've nailed the demonstration and now you're trying to test if they are ready to buy.

STEP 5: Handling objections

A prospect who does not raise objections is not really interested in or involved with our product or service.

Let's be honest here, the customer is feeling some resistance (usually price), but could be anything at this point. The customer will not normally object to something they have no interest in. The important thing is to stay positive to eliminate conflict.

Buying Roadblocks

- No need or desire. If prospects have neither the need or the desire for the product, then we can't sell to them. If need and desire are both absent there is no way that they are eligible to buy. There will be those customers who are very interested in energy efficiency and these benefits, but also there will be those who are purely driven by function, design or even brand loyalty and then the label is not going to be useful in your sale.
- **No money.** If a person has only R1000 then there is no way that you can sell a more energy efficient appliance costing R2000 to that person. As all appliances are now energy efficient, there is an appliance for all pockets.
- **No trust.** Prospects with no trust actually do want the product or service but are not yet convinced that now is the right time or your company is the right place to go ahead with their purchase.

No Trust could be caused by:

- Information is insufficient for decision making.
- Pricing they feel they could get it elsewhere cheaper.
- They don't believe the product is capable of doing the job they want done.
- They may not believe your company is capable of delivering what you're promising.

Overcoming Objections

You can overcome objections by following the steps below:

1. Listen to the objection.

It is vitally important that we hear out the objection to the full. If you interrupt the person he/she will either think that the objection is a common problem with your product, or that you are a smart Aleck.

2. Question the objection.

Under no circumstances must we argue with a prospect. Once we ask them to elaborate on the objection, they are forced to verbalise exactly what is troubling them and as they explain, they often answer their own objection.

3. Answer the objection by selling benefits.

Sell the major benefits of the product against the objection. It is critical to understand that if we have accurately assessed the client's needs, then the product should weigh up accurately against that needs analysis. Here the ABC method is very useful.

4. Clarify that it is out of the way.

"I'd like to think it over" "I'd like you to call me back later"

The "Is it?" technique.

"Is it the energy efficiency? Is it the size?" "Is it the weight?" "Is it the price?" "Is it the delivery?"

The Price Objection

- Use the long-term vs. short-term cost calculation.
- Sell the energy efficiency benefits against the price difference.
- Without knowing the amount involved we can't handle the objection.
- Use a talking pad to clearly work out the calculation in full view of the customer.

STEP 6: Closing the sale

It would be nice if customers would just say "I'll take it" but we know this rarely happens. As a Retail Sales professional you need to *ask* for the sale. This should simply be viewed as the next step in the natural progression of the selling steps. "So let's confirm that order for the more energy efficient fridge now so we can get you saving!"

STEP 7: Confirm the sale

And finally write up the order. Go over the order with them and reiterate the energy efficiency with the customer as a good choice, which will reap personal and environmental benefits. Thank them for their business, ask for referrals and invite them to come again and perhaps consider replacing old appliances. (Generally appliances bought before 2000 are real energy guzzlers and should be replaced.) In some outlets this is where you record their information for follow-up, inform them of sales, and send a thank-you note.

The A, B, C Selling method

In order to assist sales representatives on the shop-floor, a suggested selling method has been developed – call the ABC method. This approach is designed to make remembering all the aspects of the SA Energy Label a little easier and to ensure that the customer is provided all the information they need to make an empowered decision. Each of the steps allows the sales person to start a conversation with the customer and provide an additional touch point of experience.

The ABC refers to the following:





A = ALL SELECTED APPLIANCES

Every appliance (in the 12 categories) you sell is now energy efficient, if it has a valid LOA. So that's your first sales message to customers in the ABC approach:

"All our appliances in these 12 categories are energy efficient and meet the minimum requirements for the country."

Here you can talk about how the label is part of a bigger programme for the country and the environment to help consumers save money whilst also being 'greener'.

B = BENEFITS

Each customer is different, and there are three ways to assist them through a sale using the 3 benefits of energy efficiency:

Benefit 1: Save Money

In order to save electricity within your household – and save money at the same time – you will need to identify appliances in your household that use the most energy to save electricity.

Using the energy label, you can calculate how much it costs to run an appliance and therefore the potential to save money by buying a more efficient appliance.

Every electricity bill should refer to the cost per kilowatt hour (kWh) that the customer is paying for electricity. In most cases the rate is lower for the first 600 kWh used and then increases on a sliding scale.

Never promise savings in rand value as a customer may expect you to honour this. Remember, only if the appliance is energy efficient and *used* efficiently, can the customer save money. Help the customer to understand how to calculate the cost of running appliances and direct them to the online calculators below.

Online Calculators

The following links may be shared with customers:

- 1. <u>www.savingenergy.co.za (calculators can be found under each appliance)</u>
- 2. <u>https://renewableenergy.co.za/electricity-cost-calculator/</u>
- 3. http://35.199.92.228/asl/consumers/washing-machines/
- 4. http://35.199.92.228/asl/consumers/fridges-and-freezers/

Using the label to upsell: Some of the better energy efficient appliances are more expensive than their less efficient equivalents. If the appliance is used efficiently, when the consumption of energy costs is calculated – the cost of the



more expensive appliance becomes less of a barrier over the longer period of its use. Spend a bit more now – but you will save in the long-term.

Using the label to on-sell: When assisting the customer to purchase the a more efficient appliance, also help the customer to consider the costs of running other appliances in their homes and get them to do an "appliance check" at home. Encourage customers to consider a replacement plan for their non-compliant appliances.

Benefit 2: Save Energy

The second benefit to talk about with customers is saving energy with their energy efficient appliance. This is about customer use and behaviour.

It is important to explain to the customer that every appliance can be used to save energy or to use less energy if they use it efficiently. It is the customer usage that will ultimately determine the added money savings.

By referring to the graph on the right, you can advise the customer on conserving electricity within the various usage areas.

Based on these percentages, here are some tips you can advise the customer on conserving energy per room:

Lounge:

Make sure you switch off the TV, surround sound, hi-fi etc. at the plug when not in use. These appliances still use a lot of energy when they are on standby.



Bathroom:

- Take a shower rather than a bath. Taking a shower uses way less water than bathing, thus you are using less electricity.
- Get a geyser blanket. This will insulate your geyser and keep it warmer for longer.
- Fix all water leaks or dripping pipes and taps as soon as possible.

Kitchen:

- Always make sure you properly close the fridge door. It loses air quickly, which means that it'll use more power to cool down again.
- Boil water in the kettle before adding it to the pot for cooking, as it will heat up quicker making you use less oven power.
- Use the microwave when you can. One oven will use the same amount of power as 17 microwaves.
- Wait until the dishwasher is full before turning it on.

Outside:

- Water your garden in the late afternoon rather than midday.
- A swimming pool pump uses a lot of electricity, so only use it when necessary.
- Invest in a timer for your pool pump.

General:

- Replace all light bulbs with LED or CFL (energy saving) light bulbs.
- Remember to turn off all lights that you aren't using.
- Also use lower wattage bulbs.

- Buying an energy efficient washing machine but constantly using the hottest and longest wash will not save energy.
- Buying an energy efficient fridge but opening and closing the doors too often or putting in hot or warm food will not save energy.
- Buying an energy efficient air-conditioner but running it all day at the lowest or highest temperature even when you are not in the room will not save energy.
- Buying an energy efficient lamp but using an Incandescent lightbulb will not save energy.

Benefit 3: Reduce your Environmental Impact

More and more customers are making buying decisions with a green conscience. It is important to them that buying consumer goods is environmentally friendly and sustainable. This is a great conversation to be having with customers and helping them to understand the importance of their small role on the planet.

C = CHOICE

The final sales message is to encourage the consumer to make the right choice for their needs. Whatever they choose will be more efficient than their old appliance, and every customer has their own criteria to consider.

There is a choice to:

- ✓ Buy more efficiently
- ✓ Use appliances more efficiently
- ✓ Decide to be lighter on the planet.





Module 3 : Knowledge Checkpoint

Answer the following questions by selecting the correct alternatives. Each question may have more than one correct option.

1. When selling appliances – sales people should

a.	Leave the customer alone to decide on the appliance they wish to purchase	
b.	The sales person should explain how the different appliances affect the customers short and long-term costs based on energy efficiency.	
с.	The sales person should explain the difference between the energy ratings on each appliance.	

2. The "A" in the A B C Selling method refers to:

Place a tick next to your selected answer

i.	All Appliances in the 12 classes which are now energy efficient
ii.	All appliance with a valid LoA in the 12 categories are an improvement and will be energy efficient.
iii.	All appliances should have the energy efficient label displayed

3. There are 3 benefits that make up the "B" of the ABC Method. The 3 benefits are:

Place a tick next to your selected answer

	a. ii, v		b. i, iii, iv		c. i, ii, iv	
--	----------	--	---------------	--	--------------	--

i.	Reduce environmental impact
ii.	Own the latest technology
iii.	Save Energy
iv.	Save Money
v.	Pay the lowest price

4. There are 3 benefits that make up the "B" of the ABC Method. The first benefit is to Save Money. When using this method in selling energy efficient products, we can prove the savings by:

Tick the correct requirements below.

a.	Asking consumers to calculate the difference in long term costs using online tools or an electricity bill	
b.	Directing the customer to the website to calculate the cost.	
с.	Explaining the label to show the difference between running costs.	

5. How can you use the label to "upsell?

Tick the correct requirements below.

a.	Selling a more expensive product to improve profit	
b.	Selling a bigger product then the client originally came in to buy	
с.	Selling a more energy efficient product despite it being more expensive due to the long- term savings.	

6. How can you use the label to "onsell"?

Tick the correct requirements below.

a.	Selling additional appliances then the customer originally planned to buy	
b.	Encouraging the customer to conduct an "appliance check" at home and plan to replace outdated appliances	
C.	Selling appliances to additional family members through word of mouth referrals.	

7. Calculate the estimated <u>monthly</u> running costs of this appliance. Base your answer on an average electricity price of R1,50 per kWh:

	Appliance - Fridge
IMAGE	
ENERGY CONSUMPTION	360 kWh/year

a.	R 540.00	
b.	R 360.00	
c.	R45.00	

8. Indicate if the following statements are true or false:

		т	F
а.	Opening and closing the doors of a fridge regularly does not affect the energy efficiency.		
b.	Buying an energy efficient air-conditioner but running it all day at the lowest or highest temperature even when you are not in the room will not save energy.		
с.	The most efficient washing machine will still save energy if continuously used on the hottest and longest wash.		

9. The "C" of the ABC method refers to the client's choice. Indicate which choices the client should be encouraged to choose:

a.	To buy more efficiently	
b.	To use appliances more efficiently	
C.	To buy the latest technology regardless of the energy efficiency	
d.	To buy the cheapest product regardless of the energy efficiency.	
e.	To decide to be lighter on the planet	

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