

How To Customize Sales Tools In BASC

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



Become part of the Solution Center

- You must register to customize content
 - Create Field Kits
 - Create Point-of-Sale Fact Sheets

User account

[Create new account](#) [Log in](#) [Request new password](#)

User information

Username *

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail Address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public.

Work Experience

Profession *

Construction Type *

New Homes
Existing Homes

Location

State *

Alaska
Arizona
Arkansas

Climate Zone *

Zone 1
Zone 2
Zone 3

EERE » BTQ » Building America » Solution Center

[Solution Center Home](#)

[Help](#)

FIND YOUR TOPIC BY:

[Building Components](#)

[Guides A-Z](#)

[ENERGY STAR Certified Homes](#)

[Zero Energy Ready Home](#)

[EPA Indoor airPLUS](#)

FIND RESOURCES:

[Sales Tool](#)

[References and Resources](#)

[CAD Files](#)

[Image Gallery](#)

[Case Studies](#)

[Videos](#)

[Optimized Climate Solutions](#)

FIND PUBLICATIONS:

[Building Science Publications](#)

Sales Tool

Housing industry leaders today are successfully building and selling high-performance new and existing homes. However, many stakeholders are frustrated that the transaction process fails to recognize the value associated with lower cost of ownership, greater comfort, improved health, ensured combustion safety, and more durability. Communicating the value of high-performance homes begins by using terminology for measures that consistently convey the improved consumer experience, rather than the engineering function. This is an important and powerful first step which is fully under our control, particularly if we facilitate a collective impact process engaging all stakeholders to develop and embrace this new language of 'value'.

The goal of this Building Science-to-Sales Translator is to begin this process by providing a new glossary of sales themes that can be used across the industry to consistently reinforce the value of high-performance homes. This includes applying this new language consistently to all consumer-facing materials used by government programs and industry alike. Use the tool below to explore sales themes that relate to each primary area of a high-performance home.



MY SALES TOOLS

[Create Sales Tool](#)

[View All Sales Tools](#)

My Sales Tools mirrors Field Kits, and allows you to create customized, point-of-sale worksheets for homeowners

Sales Agent Reference Guide

Create Sales Tool 

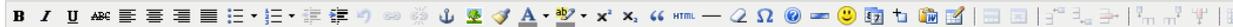
Sales Tool Name *

Sales Tool Version *

Section *

Select the proper editorial group for this content.

Body [\(Edit summary\)](#)



Path: p

Words:0

[Disable rich-text](#)

Text format

[More information about text formats](#) 

- Web page addresses and e-mail addresses turn into links automatically.
- Lines and paragraphs break automatically.

▼ [COMPANY INFO](#)

Click Create Sales Tool to go to the sales tool form. We'll walk through filling out the form to create your customized sales tools

Sales Agent Reference Guide

[Home](#) » [Add content](#)

Create Sales Tool 

Sales Tool Name *

Sales Agent Reference Guide for Happy Valley Homes

Sales Tool Version *

Custom

Body [\(Edit summary\)](#)

B *I* U ABC          

Happy Valley reference material for sales teams outlining all the technologies used in our homes.

COMPANY INFO

Company Name

Happy Valley Homes

Include Company Name With Logo

Logo

No file selected.

Files must be less than 500 MB.
Allowed file types: **png gif jpg jpeg**.

▼ ADDRESS

Country

United States

Address 1 *

620 SW 5th Ave.

City *

Portland

State *

Oregon

ZIP code *

97204

Phone

(503) 227-9933

Each Sales Tool Contains the following general information:

- Title (Sales Tool Name)
- Sales Tool Version (predetermined or customized list)
- Body (description that appears on the top of the worksheet)
- Company Info:
 - Name
 - Logo (upload image file)
 - Address, Phone, URL

Related Sales Themes: *

Available Options:

- High-Performance Thermal Enclosure
- High-Performance Window System
- Professionally-Installed Window
- High-Performance Insulation System
- High-Efficiency or Ultra-Efficient Insula
- High-Efficiency or Ultra-Efficient Wall I
- High-Efficiency or Ultra-Efficient Floor
- High-Efficiency or Ultra-Efficient Foun
- Premium-Installed Insulation
- Whole-House Draft Barrier



Selected Options:

-

Related Sales Themes: *

Available Options:

- High-Performance Thermal Enclosure
- High-Performance Window System
- Professionally-Installed Window
- High-Performance Insulation System
- High-Efficiency or Ultra-Efficient Insula
- High-Efficiency or Ultra-Efficient Wall I
- High-Efficiency or Ultra-Efficient Floor
- High-Efficiency or Ultra-Efficient Foun
- Premium-Installed Insulation
- Whole-House Draft Barrier



Selected Options:

-

Related Sales Themes: *

Available Options:

- High-Efficiency or Ultra-Efficient Attic
- ICF Thermal Blanket
- Right-Sized Comfort Equipment
- High-Efficiency Gas Furnace
- Comfort Vent
- High-Efficiency Clothes Dryer
- Advanced Lighting Technology
- High-Efficiency Fans
- Tornado/Hail Resistant Home
- On-Demand Hot Water



Selected Options:

- High-Performance Window System
- Professionally-Installed Window
- High-Performance Insulation System
- High-Efficiency or Ultra-Efficient Floor
- Whole-House Draft Barrier
- Continuous Thermal Blanket Construct
- Ventilated Fireplace
- Fresh Air System
- Disaster Resistant Home
- Pest Resistant Home

Add your custom sales themes:

- Hold “Ctrl” scroll and click measures in the list.
- Once you are done, click the green “+” icon to move them to your selected options box.
- Click Save at the bottom of the form to save your selections and generate your Sales Tool.

Save Delete

Solution Center Home

Help

FIND YOUR TOPIC BY:

Building Components

Guides A-Z

ENERGY STAR Certified
Homes

Zero Energy Ready Home

EPA Indoor airPLUS

FIND RESOURCES:

Sales Tool

References and
Resources

CAD Files

Image Gallery

Case Studies

Videos

Optimized Climate
Solutions

FIND PUBLICATIONS:

Building Science
Publications

Sales Agent Reference Guide for Happy Valley Homes

View Edit

Belongs to 0 Field Kits Print this page PDF version

Happy Valley Homes



Happy Valley reference material for sales teams outlining all the technologies used in our homes.

Sales Agent Reference Guide for Happy Valley Homes

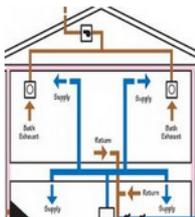


Continuous Thermal Blanket Construction

Continuous thermal blanket construction blocks excessive heat loss and gain through structural framing. What this means to you is less wasted energy along with enhanced comfort and quiet. Knowing there is one opportunity during construction to lock in quality construction, wouldn't you agree advanced thermal protection is a great investment?

Fresh Air System

Fresh air systems help ensure adequate dilution of any indoor contaminants. What this means to you is your home is supplied with enough fresh air every day so your family can breathe better. Wouldn't you agree protecting health is too important to ignore in new homes?



MY FIELD KITS

Default Field Kit
8 items

+ New Field Kit

MY SALES WORKSHEETS

Create Sales Worksheet
View All Sales Worksheets

Sales Agent Reference Guide for
Happy Valley Homes
Last Updated: September 22, 2015
Fall 2015 Promotion
Last Updated: September 21, 2015

Save your form!

- See your saved sales tools under your field kits
- Print/download your forms
- Add your sales tool to your Field Kits
- Edit your sales tools

Building America Solution Center

Log Out | My Account

Enter your keyword

[EERE](#) » [BTO](#) » [Building America](#) » [Solution Center](#) » [Sales Tools](#)

[Solution Center Home](#)

[Help](#)

FIND YOUR TOPIC BY:

[Building Components](#)

[Guides A-Z](#)

[ENERGY STAR Certified Homes](#)

[Zero Energy Ready Home](#)

[EPA Indoor airPLUS](#)

FIND RESOURCES:

[Sales Tool](#)

[References and Resources](#)

[CAD Files](#)

[Image Gallery](#)

[Case Studies](#)

[Videos](#)

[Optimized Climate Solutions](#)

FIND PUBLICATIONS:

[Building Science Publications](#)

Sales Agent Reference Guide for Happy Valley Homes

[Print this page](#) [PDF version](#)

Happy Valley Homes



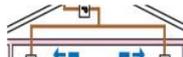
Happy Valley reference material for sales teams outlining all the technologies used in our homes.

Sales Agent Reference Guide for Happy Valley Homes



Continuous Thermal Blanket Construction

Continuous thermal blanket construction blocks excessive heat loss and gain through structural framing. What this means to you is less wasted energy along with enhanced comfort and quiet. Knowing there is one opportunity during construction to lock in quality construction, wouldn't you agree advanced thermal protection is a great investment?



Fresh Air System

MY FIELD KITS

[Field Kit #1](#)

10 items

[Happy Valley homes subdivision Portland](#)

[Oregon](#)

12 items

[Zero Energy Ready Home project #5](#)

4 items

[New Field Kit](#)

MY SALES WORKSHEETS

[Create Sales Worksheet](#)

[View All Sales Worksheets](#)

[Ultra Efficient list](#)

Last Updated: September 23, 2015

[Quality Built list](#)

Last Updated: September 23, 2015

[Healthful environment list](#)

Last Updated: September 23, 2015

[Enhanced Durability List](#)

Last Updated: September 23, 2015

[Advanced Technology list](#)

Last Updated: September 23, 2015

Published on Building America Solution Center (<https://basc.pnnl.gov>)

Happy Valley Homes



Happy Valley reference material for sales teams

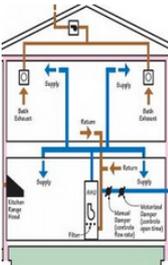
Sales Agent Reference Guide for Happy Valley Homes

Continuous Thermal Blanket Construction



Continuous structural framing, enhanced comfort and quiet construction, wouldn't you agree advanced thermal protection is a great investment?

Fresh Air System



Fresh air systems help ensure adequate dilution of any indoor contaminants. What this means to you is your home is supplied with enough fresh air every day so your family can breathe better. Wouldn't you agree protecting health is too important to ignore in new homes?

High-Efficiency or Ultra-Efficient Floor Insulation



Sales Agent Reference Guide for Happy Valley Homes-1.pdf - Adobe Acrobat Pro

File Edit View Window Help

Open Create Print Fill & Sign Comment

1 / 4 72.1%

Published on Building America Solution Center (<https://basc.pnnl.gov>)

Happy Valley Homes



Happy Valley reference material for sales teams outlining all the technologies used in our homes.

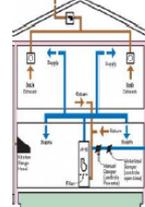
Sales Agent Reference Guide for Happy Valley Homes

Continuous Thermal Blanket Construction



Continuous thermal blanket construction blocks excessive heat loss and gain through structural framing. What this means to you is less wasted energy along with enhanced comfort and quiet. Knowing there is one opportunity during construction to look in quality construction, wouldn't you agree advanced thermal protection is a great investment?

Fresh Air System



Fresh air systems help ensure adequate dilution of any indoor contaminants. What this means to you is your home is supplied with enough fresh air every day so your family can breathe better. Wouldn't you agree protecting health is too important to ignore in new homes?