

March 13, 2017



## How to Create Customized Sales Worksheets

# Become part of the Solution Center

[www.basc.energy.gov](http://www.basc.energy.gov)

In order to create customized worksheets you must register to the Solution Center:

- Create Field Kits
- Create Point-of-Sale Fact Sheets and Training Materials
- Access saved and created content from your mobile device
- Provide feedback on content

## 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

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### Sales Tool

The goal of this Building Science-to-Sales Translator is to provide 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.

Use the tool below to navigate through sales themes. When logged into your BASC account, you can create customized Sales Worksheets. You will see the MY SALES WORKSHEETS block on the upper right of your screen. Click Create Sales Worksheet to make a new customized sales list, or View All Sales Worksheets to see all saved Sales Tools. For in-depth instructions for creating sales worksheets, see [this presentation](#).



#### MY SALES WORKSHEETS

[Create Sales Worksheet](#)  
[View All Sales Worksheets](#)

[Building America List number 2](#)  
Last Updated: February 22, 2017  
[Building America Sales Tool](#)  
Last Updated: February 22, 2017  
[Ultra Efficient List](#)  
Last Updated: September 23, 2015

#### MY FIELD KITS

[Zero Energy Ready Home Project #1](#)  
24 items  
[New Construction Specs](#)  
6 items  
[Portland Oregon Renovation](#)  
4 items  
[Indoor airPLUS](#)  
3 items

[New Field Kit](#)

Click Create or View All to access the worksheet forms

# Creating Sales Worksheets

## Create Sales Tool

### Sales Tool Name \*

### Sales Tool Version \*

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



Sales Training materials used to communicate technologies and features of our homes.

### COMPANY INFO

#### Company Name

 Include Company Name With Logo

#### Logo

 No file selected.

### ADDRESS

#### Country

#### Address 1 \*

#### Address 2

#### City \*

#### State \*

#### ZIP code \*

Each Sales Tool contains the following general information:

- Title (name you want to appear at the top of the worksheet)
- Sales Tool version (predetermined or customized)
- Body (description that appears at the top of the worksheet)
- Company info (name, logo, address, phone, URL)

# Choose Customized Terms

## 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

# Accessing/Editing Once Saved

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## Sales Agent Guide for Happy Valley Homes

View Edit Devel

Belongs to 0 Field Kits Print this page PDF version



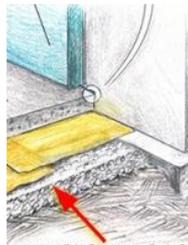
Sales training materials used to communicate technologies and features of our homes.

### Happy Valley Homes: Sales Agent Guide for Happy Valley Homes



#### Comfort Vent

Comfort vents at each bedroom ensure a continuous flow of heating and cooling even when the doors are closed. What this means to you is that you will not have to compromise comfort for bedroom privacy. Wouldn't you agree bedroom doors shouldn't have to be kept open to maintain comfort?



#### Foundation Floor Water Barrier

Foundation floor water barriers help drain water away from under the slab. What this means to you is peace-of-mind knowing your home has a comprehensive set of measures that minimize the risk of water damage in your basement. Wouldn't you agree every home should have full water protection?



#### High-Efficiency Advanced Framing

### MY SALES WORKSHEETS

Create Sales Worksheet  
View All Sales Worksheets

Sales Agent Guide for Happy Valley  
Homes

Last Updated: March 13, 2017

Vivid Living

Last Updated: September 19, 2016

Vivid Living: Advanced Technology

Last Updated: September 19, 2016

Terri's New House

Last Updated: July 18, 2016

### MY FIELD KITS

North Portland Residential

16 items

General Air Sealing Guidance

4 items

San Francisco Zero Energy Ready Home

Project #1

12 items

Portland Project 1

13 items

+ New Field Kit

Once you save your form:

- Find your saved files under My Sales Worksheets
- Print/download
- Add to Field Kits
- Edit

### Sales Agent Guide for Happy Valley Homes

View Edit Devel

Belongs to 0 Field Kits Print this page PDF version



HOUSE LOGO

Sales training materials used to communicate technologies and features of our homes.

Opening Sales Agent Guide for Happy Valley Homes.pdf

You have chosen to open:

- Sales Agent Guide for Happy Valley Homes.pdf

which is: Adobe Acrobat Document  
from: https://basc.pnnl.gov

What should Firefox do with this file?

Open with Adobe Acrobat (default)

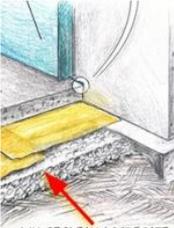
Save File

Do this automatically for files like this from now on.

OK Cancel

Happy Valley Homes

continuous flow of heat and cooling. What this means to you is that you will not have to compromise comfort for bedroom privacy. Wouldn't you agree bedroom doors shouldn't have to be kept open to maintain comfort?



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#### High-Efficiency Advanced Framing

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

File Edit View Window Help

Open Create Print Save Open Recent Find Comment

1 / 2 75% Tools Fill & Sign Comment



HOUSE LOGO

Sales training materials used to communicate technologies and features of our homes.

## HAPPY VALLEY HOMES: SALES AGENT GUIDE FOR HAPPY VALLEY HOMES



#### Comfort Vent

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#### Foundation Floor Water Barrier

Foundation floor water barriers help drain water away from under the slab. What this means to you is peace-of-mind knowing your home has a comprehensive set of measures that minimize the risk of water damage in your basement. Wouldn't you agree every home should have full water protection?



#### High-Efficiency Advanced Framing

High-Efficiency Advanced Framing reduces the 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?

# Sales Tool Customized Worksheet: ZERH Value Propositions



Choose the “predetermined” option to download one of six worksheets based on ZERH value propositions:

- Advanced Technology
- Engineered Comfort
- Enhanced Durability
- Healthful Environment
- Quality Built
- Ultra Efficient

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## Sales Binder: Zero Energy Ready Home Project Specs

### Sales Messages

#### [High-R Window](#)



High-efficiency ENERGY STAR-rated windows perform at least 15% better than a standard window. Ultra-efficient windows perform at least 50% better. On average, high-efficiency windows save homeowners 7% to 15% on utility bills. These windows use a combination of insulating frames and other features to reduce heat loss. They consist of two or three glass panes separated by insulating spacers. The space between the glass layers is filled with a nontoxic gas like argon or krypton that insulates better than air and the glass panes are coated with a nearly invisible low-emissivity coating that reflects heat to keep warm air in during the winter and hot sun out in summer. The coatings also help to block ultraviolet rays, minimizing fading of curtains and furniture.



#### [High-R Insulation](#)



High-performance insulation systems include properly installed insulation in amounts that meets or exceeds the insulation levels required by the 2012 International Energy Conservation Code (IECC), which is ~15% more efficient than the 2009 IECC. Ultra-efficient insulation levels exceed the 2009 IECC levels by 50% or more. By using high-efficiency and ultra-efficient insulation, that is carefully installed to avoid gaps and compression, home builders create well-insulated conditioned spaces that require very little effort to heat and cool, provide even comfort throughout the house, and help occupants reduce costs.



#### [Fully Aligned Air Barriers](#)



A whole-house draft barrier is a continuously connected layer of solid or air-tight materials that block air leaks. This barrier can also function as part of a water barrier, thermal barrier, and vapor barrier, if the location and materials are compatible. For example, rigid foam insulation can provide a combined function. Rigid foam sheets can be used to block air flow when seams are sealed with tape, caulks or adhesives, or liquid applied sealants. An example of an interior air barrier may be the drywall on the home's walls and ceilings, when the seams are taped and mudded, and caulk, spray foam, or gaskets are used to seal around wiring, plumbing, and other penetrations. Insulation should be in full contact with the air barrier layer.



#### [Exterior Insulation Sheathing](#)



A continuous thermal blanket of rigid foam can be installed on the exterior of the walls, either over the plywood or OSB sheathing or in place of the wood sheathing. Adding sheets of rigid foam insulation to the outside of wall framing has many advantages. The rigid foam covers the entire surface of the wall or roof, which blocks the transfer of heat through the studs. When only cavity insulation is used, the studs form a bridge that heat can follow between inside the house and the exterior. As a form of insulation, rigid foam is a great addition to the thermal barrier, but it can also help block air leaks, water leaks, and vapor leaks.



## Portland Project 1

### Guides



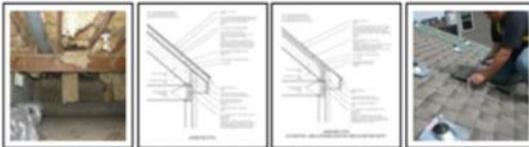
#### [Ceilings](#)

Guide describing how to air seal and insulate a ceiling.



#### [Application of Spray Foam Insulation Under Plywood and OSB Roof Sheathing](#)

Guide describing a method for insulating an unvented attic by spraying foam insulation along the underside of the roof deck.



### Videos



#### [Anti-Freeze- Solar Hot Water](#)

#### [Backdraft Dampers](#)

### Sales Messages

#### [Fully Aligned Air Barriers](#)

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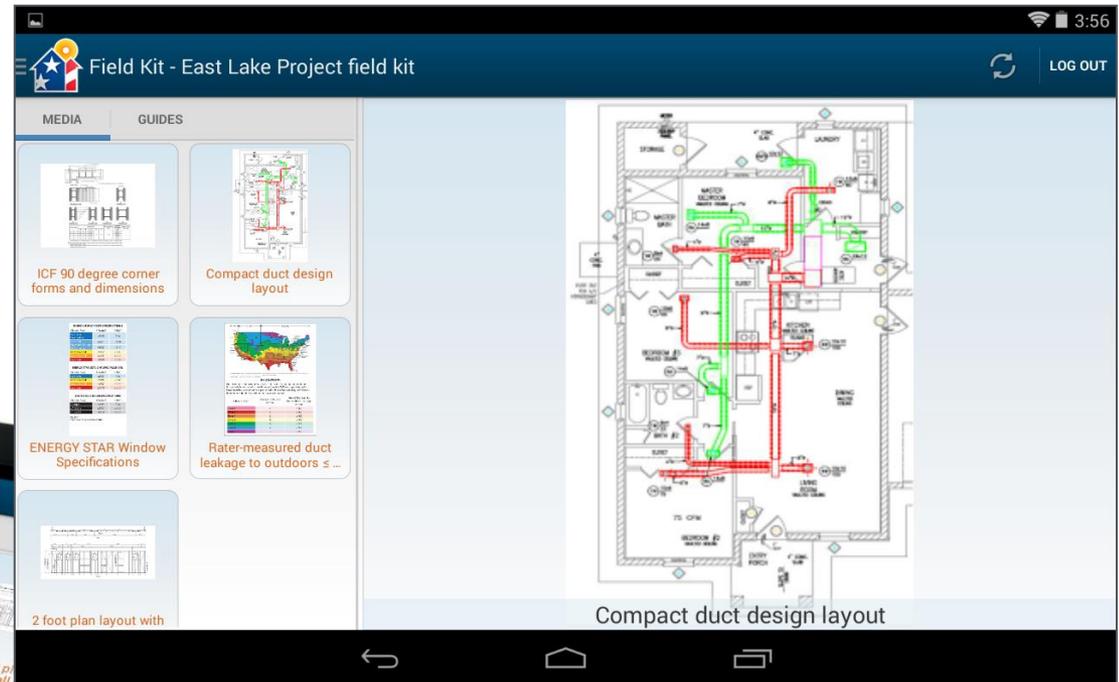
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Field kits can also be accessed from computers

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