

Has Your Efficiency Program Moved You to Tiers?

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on Energy Efficiency as a Resource

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Warning: All puns intended

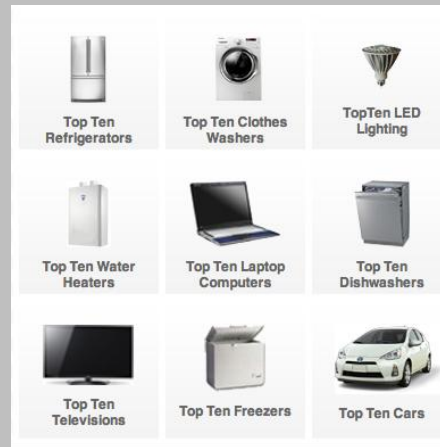
TopTen USA: Market transformation tool



Core offerings

1. Product Rankings

10 Common Categories



Custom rankings

2. Online Presence

Customized website

AVAILABLE IN-STORE PRODUCTS

ID	TITLE	REVIEW	STOCK	PRICE	AVAILABLE
1	LG 50" Monitor	2 photos	1	\$149.99	✓
2	Samsung 40" Laptop 10"	2 photos	1	\$199.99	✓
3	Progressive P4000 10"	2 photos	1	\$199.99	✓
4	Samsung 40" Laptop 10"	2 photos	1	\$199.99	✓
5	Progressive P4000 10"	2 photos	1	\$199.99	✓
6	Progressive P4000 10"	2 photos	1	\$199.99	✓
7	Samsung 40" Laptop 10"	2 photos	1	\$199.99	✓
8	Electrolux 40" Dishwasher	2 photos	1	\$199.99	✓
9	Black & Decker 40" Dishwasher	2 photos	1	\$199.99	✓
10	Electrolux 40" Dishwasher	2 photos	1	\$199.99	✓

Retailer Connect

TopTen USA

Independent. Consumer-facing.
Because energy efficiency needs a J.D. Power.



You can't rank any higher than this.

Bosch has been ranked "Highest in Customer Satisfaction with Dishwashers"* by J.D. Power and Associates.



BOSCH
Invented for life

© 2012 BSH Home Appliances Corporation. *Bosch received the highest numerical score for dishwashers in the proprietary J.D. Power and Associates 2012 Kitchen Appliance Study™. Study based on 12,615 total responses measuring 16 brands, and measured opinions of consumers about their dishwashers obtained new in the past 24 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in January-February 2012. Your experiences may vary. Visit jdpower.com. BSH-1635 10/12 PG. www.bosch-home.ca

Let's tier into this

- Trends
- Why use tiers?
- How to order vodka drinks
- Two real-world approaches
- The big cons
- How to draw the line

Please welcome my panel

- Stephen Bickel, D&R
- Michael Russom, VEIC
- Claire Miziolek, NEEP
- Glenn Reed, Energy Futures

Where the tiers are

- New construction programs
- Whole home programs
- Product evaluation
- Product incentives

Two ways to tier

1. Boost the baseline
2. Race to the top

PG&E: Boosting the baseline

Refrigerators:

Energy Star = no incentive

CEE Tier 3 = \$75 rebate



Maryland: Race to the top

Refrigerators:

Energy Star = \$100 rebate

Federal Standard + 25% = \$150 rebate



2013 Incentives (Q1, Q2)

Refrigerators	Measure Quantity	Annualized Energy Savings (MWh)	Percentage of Annualized Savings	Savings per Unit (kWh)
Tier 1	7,806	488	60%	63
Tier 2	2,476	195	24%	79
Tier 3	1,342	128	16%	95
TOTAL	11,624	811		

2013 Incentives (Q1, Q2)

Clothes Washers	Measure Quantity	Annualized Energy Savings (MWh)	Percentage of Annualized Savings	Savings per Unit (kWh)
Tier 1	1,269	94	8%	74
Tier 2	946	92	8%	97
Tier 3	9,198	929	84%	101
TOTAL	11,413	1,115		

Why tier up?

- Claim higher savings
- Overcome saturation
- Fight free ridership
- Educate consumers and retailers
- Motivate manufacturers
- And one more reason . . .

Upsell: The oldest trick in the book



The upsell



Efficiency tiers: A win-win upsell

- Higher efficiency
- Bigger rebate
- More program savings

Take this, it's good for you



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Buy this, it's awesome



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Become a master of the upsell



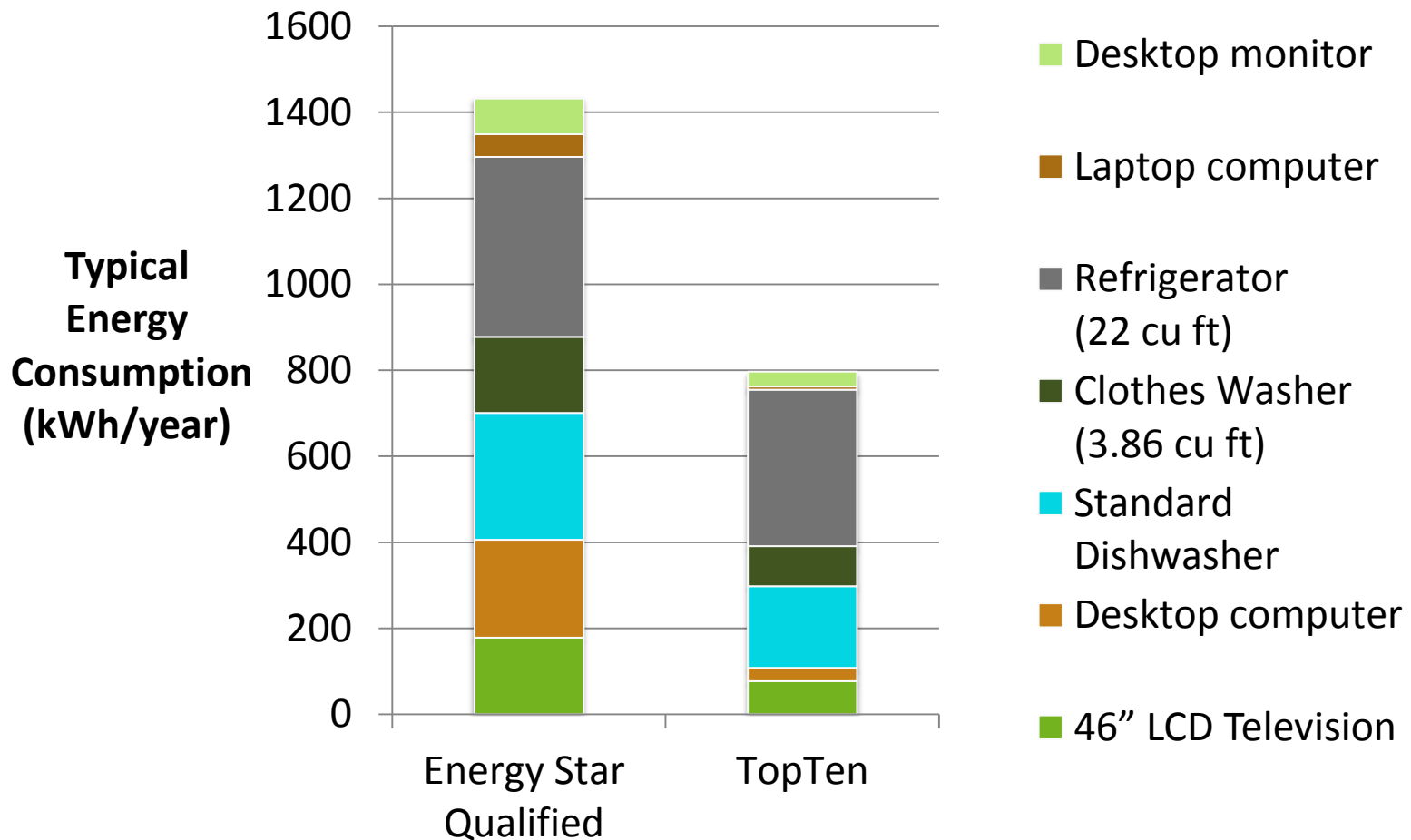
Limit free ridership



Educate customers



Make the most of the delta



Factors in setting tiers

- Understandability
- Availability
- Marketability
- Range of inventory
- Savings delta

Tier up, don't tier down

(that wall, Mr. Gorbachev)



Become a master of the upsell



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