

Welcome to the only newsletter that helps you get more profitable laundry/kitchen chemical sales. [Getting Your Share](#) is a regular monthly publication sent to you free from the people at *INTEGRA*.



## **CREATE FUTURE VALUE** **TRAINING FOR YOUR FUTURE**

It's no secret, highly successful companies spend lots of time and money training employees. Large companies like General Electric, Microsoft, and AT&T have multi-million dollar, in-house training departments, constantly educating employees to keep them as far ahead of the knowledge curve as possible.

Even smaller companies can have substantial in-house training departments. Outsourced training on the other hand, is itself a multi-billion dollar business. There are endless seminars, formal and informal training classes, certification programs, degree programs, and countless other education forums held at numerous locations across the country.

This massive effort is necessary because of two reasons: First, raw employment material (American youth) is often either uneducated, or improperly educated for the needs of American business. Second, there is specialized knowledge that can only be supplied by businesses themselves or by a contractor who knows their business.

Obviously, there's not much you can do about the first problem other than let public educational institutions know your feelings about American business' needs for educated and trained graduates. Of course, one of the problems here is that schools are bureaucratic institutions who will always be behind the marketplace, and will always fall short of meeting community needs when it comes to trained, educated, and prepared workers.

As to the second problem, solving that one is up to you and every other business. Special knowledge about your specific business' operation can only be passed on by you. Herein comes the challenge every business must face, training employees to meet the specific needs of your organization.

Of course, training can range from a one-day session teaching a sales rep how to do paperwork, to an ongoing training effort to keep your technical people up to speed on the latest equipment and applications. Training can be a wide spectrum of activities taught by your own people, third party training companies, or vendors.

There is one common thread though when it comes to training: the need for it never ends, and it grows with the size of your company. Your business, like most other businesses, grows more complex as the market changes and evolves, and as your own business grows. In other words, training needs change in two dimensions, one in relation to marketplace changes, and the other in relation to your own company's evolution.

Last month (7-07) for example, I talked about the “Green” revolution in cleaning chemicals. This is a perfect example of marketplace evolution that will require a re-education project for you and those who operate your company. Sales people will need to become experts in Green cleaning to successfully fight the wars that will ensue out on the streets.

This is inevitable because without an all-out education effort on green cleaners, your company will fall behind the others, and you’ll wind up in the same category as the “buggy whip” business!

Now here’s an example of changes within your company not originating in the marketplace: Taking on a new line of products. This will necessitate a “kick off” sales meeting, learning product characteristics (features & benefits), and mastering the literature. Then, you’ll have to follow up with field training of sales reps (and technicians if necessary) on how to sell the products, as well as how to apply them so you don’t have confused (and unhappy) customers.

There is also another force at work here, and it’s important to understand. This force is institutional inertia. This inertia can best be described by an attitude of many people, and this attitude is that most of us feel comfortable with the way things are now – in the moment. We as individuals really don’t see changes happening around us, so we naturally think that what worked yesterday also works today, and will surely work tomorrow!

We all fall victim to this way of thinking. That is, that what we know now will surely take us through life, and with what we know now, our business career will go along just fine. More often than not (and a much bigger problem), this attitude can jump up to the next level where our business management culture has a similar attitude “we’ve always done it this way, and it has always worked, therefore we will continue doing it this way.” Thus the institutional inertia, and the inclination to stay just where we are developmentally.

Not many of us work to improve ourselves every day in anticipation of marketplace or internal evolution, and not many businesses do it either. Inertia, marketplace evolution, and business growth team up in a conspiracy to put you out of business if you don’t grow intellectually, and this means constant and unending training of employees, and management too.

Things change whether we think they do or not, and there’s nothing we can do about it except adapt, and that means constantly training for the future.<sup>1</sup>

Think of training this way: When you train your people, you’re training for the future. Think of your company as a child who never grows up, and must constantly be guided and instructed in the ways of life so that he will be prepared to succeed when he does (grow up).

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<sup>1</sup> I recently watched five year’s worth of old *Miami Vice* episodes. Back in the late eighties, this show was extremely popular, and actually started fashion trends. Looking at the episodes today though, the dialogue sounds strange, automobiles and scenery look archaic, and nobody I know would wear a white sports coat over a bright pink tee shirt, with lime green slacks! But... in those days it was cool – things do change, and over the span of time, they change a lot.

# INTEGRA UNIVERSITY

INTEGRA UNIVERSITY (IU) represents a substantial effort on the part of INTEGRA management to provide education to INTEGRA technicians on an ongoing basis. Attendees at IU sessions are taught the basics of being a capable INTEGRA technician.

IU classes are held four times a year, and are designed for either beginners, or experienced technicians. Special classes can be held on demand, and can be requested by individual distributors. Call Leif Anderson at 1-800-366-2477 for information, or see your INTEGRA representative.

NOTE: TekTalk™ is a weekly newsletter distributed via e-mail to INTEGRA technicians, and is a part of INTEGRA University. TekTalk™ covers subjects that help techs do a better job, and solve day to day problems. If you would like to subscribe to TekTalk™ or if you have a technician who you would like to subscribe, call or email Stacie Jones at 1-800-366-2477 / staciej@andersonchemco.com. (TekTalk™ is free, and only for INTEGRA technicians, or their supervisors.)

## INTEGRA SALES TIP

INTEGRA's Activator™ is designed with an eight ounce cup at the bottom that fills with product when the INTEGRA capsule is inserted. Called the ContinuFeed™ reservoir, this cup offers the customer the following advantages:

1. It allows the INTEGRA capsule to empty out completely so there's no waste when throwing away containers.
2. It allows the operator to see when the capsule needs to be changed by revealing an air gap at the top of the reservoir as the fluid level falls.
3. Operators can change the capsule without interrupting operation. The ContinuFeed™ reservoir acts like a reserve fuel tank full of INTEGRA product.
4. Since INTEGRA systems are mounted on the wall in clear sight, the supervisor can see at a glance when product capsules need to be changed. This insures that operators are not running equipment without products. This is called the "silent supervisor" aspect of INTEGRA.

It's easy to see why INTEGRA systems are so simple to use and sell. The ContinuFeed™ reservoir is only one feature delivering valuable benefits to the INTEGRA customer.

## **INTEGRA PRODUCT OF THE MONTH**

# PLUS - 15

**PLUS – 15 is INTEGRA’s premier one-shot laundry detergent, and also INTEGRA’s biggest (laundry) seller.**

**PLUS – 15 is concentrated and effective. Your laundry prospects will be pleasantly surprised when they see how well PLUS – 15 works, and how far it goes. Economy and performance, that’s PLUS – 15!**

**First gets the business, second gets the leftovers, third gets thrown out - which one are you?**  
I hope you enjoyed this issue of *Getting Your Share*. Be sure to sign up for the full version to get additional tips and insights – it’s free and delivered only via e-mail. If you have any comments or suggestions for this newsletter please e-mail me at [JW2437@excite.com](mailto:JW2437@excite.com). To sign up for the full version of *Getting Your Share* call Leif Anderson at 1-800-366-2477, and say “sign me up.” You can also visit INTEGRA’s website [WWW.theintegraprogram.com](http://WWW.theintegraprogram.com) to sign up, and find more exciting tips and information while you’re there.

PS: If you enjoyed reading this newsletter, please share it with a friend.