

Special Message:

Selling Supermarkets II

In my last special message, I talked about approaching the supermarket general manager. This time around, I'll talk about seeing the individual department managers.

Department heads will feel obligated to see you and listen to your presentation because their boss gave you the OK to proceed with your INTEGRA program. This does not mean that the department heads will automatically go with your products. They will need to be sold, but if properly sold, they will "sell" the general manager for you. So sitting down with the department heads is where the real action is.

Department heads will have distinctly different motives than general management. Yes, they're concerned about sanitation, health departments, and store presentation, but *they* have to use your products, and *they* have a budget to live with.

These two needs (performance and budget) will drive the department head's decisions, here's why:

1. Products that don't perform, or are recommended for the wrong purpose won't fly. Everything you recommend must be appropriate to the task, and work well. This is where INTEGRA helps you a lot. With INTEGRA, your products have already been selected, evaluated by store department, and by specific function.

For example, INTEGRA's Third Sink System is for the Pot & Pan sink (found in many departments), and has all the materials to set it up. The products (Barrier II, Luster, and Citri Suds) have already been chosen, so all you have to do is sell the system as it has been packaged. The same can be said for all the other INTEGRA Grocery Systems.

This guarantees against a misapplication, and gives you tried and proven products. Another thing about INTEGRA is its simplicity (a definite part of the performance equation). Department heads and employees alike can appreciate the intuitive nature of using the INTEGRA system – very important!

2. Department heads have a cleaning products budget they must honor. If your products are too expensive, they won't be used. INTEGRA products have been tested head to head with hundreds of other products, and again and again, have been proven economical in use-cost comparisons. You will probably have to prove this in an actual trial period, but let's face it, once you get a chance to set up your systems, you almost always win the battle (and the war).

Once you get an opportunity to set up an INTEGRA department within a supermarket, you will usually progress to the others. You'll have to stick close during the trial, and work with all the people involved, but the rewards are great.

Good Selling,

John White

First gets the business, second gets the leftovers, third gets thrown out - which one are you?