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Special Message:

Selling Green Cleaning Products

In the past, Green cleaning products have gotten a bad rap – that they just don't perform like "regular" products. That impression is out there - let there be no doubt - but it's rapidly becoming history. The reason is that an environmentalist mindset is firmly in place, and all things being equal, prospects in the American marketplace would rather buy a green cleaning product.

This means that the odds are in your favor if you have a green product that will stand toe to toe with conventional products. The good news here, is that there are many greens that will perform as well or better than their standard counterpart.

Needless to say, the main challenge to selling green products is proving to the prospect through demonstration, that your green product will perform (meaning it will do the job it was intended to do as well as a "standard" product).

For an example, let's take a look at INTEGRA's outstanding greasy floor cleaner, BIO-CLEAN. This product is an INTEGRA Green cleaner. BIO-CLEAN is the best selling new product introduction in INTEGRA's history. It's a true high-performance product.

Your prospect however, will not take my word or yours on how great BIO-CLEAN is, he or she will have to be shown.

There are two ways to demonstrate BIO-CLEAN:

1. (EFFECTIVE DEMO) Mop a greasy floor using proper floor mopping procedures, and show your prospect how well BIO-CLEAN works.
2. (PREFERRED DEMONSTRATION METHOD) Ask your prospect for permission to set up a BIO-CLEAN floor cleaning system so that it can be used daily for two weeks. Get a digital camera and take several "before" pictures of your prospect's floors, especially the grout. Tell your customer you'll be back in two weeks to make a before and after comparison.

Obviously, the second method will bag you many more sales (making it worth the time and investment). This is because BIO-CLEAN has a two-punch method of floor cleaning. First, an excellent surfactant to clean grease from the floor and leave behind a clean, grease-free surface, and second, an enzyme system that will work 24/7 to dissolve grease from grout and from deep within the porous tile media.

This second feature is impossible to demonstrate with the first method I described above, but this is the feature that makes BIO-CLEAN so effective, and will amaze your prospect.

The point here, is that green products can be great performers, but you must demonstrate (prove) this to your prospects. Keep in mind too, that green products might (like BIO-CLEAN) require a different cleaning technique. Learn as much as you can about these green products, you'll find them easier to sell when you do.

Good Selling,

John White