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Special Message:

Selling Off Trends II

In my previous Special Message, I said that to ignore or fight trends in any commercial industry was the path to destruction. This is because trends, as opposed to fads, have substance, and reflect the true needs and desires of the customer. These same trends can also be driven by outside forces like fundamental product cost increases, and governmental regulation.

Legitimate trends are impossible for the individual business to fight – this is a losing battle.

This leads me to state the three major trends in the kitchen cleaning and laundry chemicals market.

1. The move towards concentrates is inevitable – companies and individual sales reps must learn how to sell them. Price of product will be subtly replaced by cost of use as the central theme in all sophisticated sales efforts. Price alone will soon be ignored by the typical prospect, as he or she is gradually “trained” by capable sales reps to anticipate the cost of use sale.

2. Large containers are losing out to smaller packaging – large containers, 15, 20, 30, and 55 gallon drums, are passé. Very few customers want to deal with them, and more and more, they’re becoming a disposal problem. If you’re selling your products in large containers, it’s a matter of time until a competitor comes along with something that performs better, and is far less trouble and gives fewer headaches when it comes to storage, disposal, and changing out containers.

3. Proprietary packaging and dispensing is the wave of the future – nobody wants to work hard selling a laundry for example, and then loose out to a competitor who is willing to sell his product for less (and make less money). This is always a risk when you’re selling your product in standard five gallon pails.

But if your product id uniquely packaged and uniquely dispensed, you won’t face this problem. You’ll be the only guy with the particular offering you’ve got – nobody can “me too” you!

Remember these three trends – they’re on their way to your neighborhood...

Good Selling,

John White