

January 25, 2008 Vol. 5, 1b

Special Message:

### HAND SOAP SELLING ADVICE

As I pointed out in my main article this month, hand washing is a huge market, and a unique opportunity for the rep who does it right. My suggestion for "doing it right" is to put together a tightly constructed program, complete with wall charts, and In-Service teaching guides.

Develop a program for each one of your market sectors, this might mean:

Schools

Restaurants

Nursing Homes

Hospitals

Each of these institutions will have different needs, and also different regulations to comply with. Make sure that a part of your offer is to "bring your customer into compliance."

This is an unbelievably powerful statement, and yet I seldom see it used as a lead into hand washing business.

You'll have to do your homework though. Start by going to the CDC website I gave you in my main article this month. Explore this website, and download all the appropriate materials. From this, make a manual for hand washing, and make sure that in this manual, you address compliance as an issue, and offer an outline for In-Service instruction.

As in any market, those who do their homework and put in the hours it takes to draw the right materials together will come out way ahead of the field of "dreamers."

Approach those customers of yours where you don't enjoy the hand soap business with a well constructed program for hand washing, and you've got a good shot at their business. Chances are, the guy who has the business now doesn't offer much, and if you offer a complete program, you're going to stand out.

A second opportunity is approaching potential new customers with a carefully laid out hand washing program based on a facility survey. Believe me, you'll stand out with this approach too.

Most people who sell hand soap sell on price per hand wash, or have some proprietary system that will somehow improve the customer's life. This is not high level selling. High level selling means doing the survey, and helping the customer with regulatory compliance - hand washing is a by-product of the main offer.

Cost per hand washing is a low order sales approach, offering to help your customer with regulatory compliance is a high order sales approach, and will sell more products at a higher margin than any low level sales approach.

Good Selling

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