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Special Message:

Selling Nursing Home Laundries

With INTEGRA's introduction of LAUNDRY-SAN (PYL3549), you now have a powerful selling tool to offer the health care customer, specifically, the nursing home account.

Nursing homes are in every community across the United States, and most have laundries with commercial machines. These are also high usage customers that have a need to wash lots of laundry. They do personal as well as rooms and patient maintenance items (diapers, bed pads, bibs, etc.).

The average laundry volume in this type of account is 14 pounds per patient day – that's good moneymaking news for you!

When you call on your local nursing home, ask to speak to the Administrator. This person might refer you to someone else in the home, but you'll never get the laundry business without the Administrator's approval – so that's where you start.

When you call, you've got lots of things to talk about with INTEGRA, and now with LAUNDRY-SAN, you've got the blockbuster! You can guarantee your Administrator/prospect sanitized laundry free of 99.9% of all dangerous microbes - including MRSA - when LAUNDRY-SAN is properly applied.

Believe me, you'll get the home Administrator's attention when you make this statement.

MRSA is a huge problem in health care environments; it can run rampant where people already have weak or compromised immune systems. Sanitizing linens is not the only answer to containing this problem, but it is a critical point, one of the places where MRSA infections can be stopped in their tracks, *IF* you have a product with the muscle to do it.

Yes, you'll have to go through the same channels you always do to gain a valuable customer, but you've got two things your competition doesn't, INTEGRA, and LAUNDRY-SAN. You'll have a distinct edge over the "bucket rollers" out there who all look the same.

So make a special effort to see every nursing home administrator in your territory while you've got the "edge." It's only a matter of time before your competition copies LAUNDRY-SAN, but if you get there first...

Good selling,

John White

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