

Cleaning Times

Multi-Clean®
Your Guide to Clean

April 2010

Happy Earth Day April 22nd

Selling the Green Concept

Many distributors and distributor sales representatives (DSR's) now recognize how important green cleaning has become. Unfortunately, too many are still focusing solely on products. Green Cleaning represents a huge opportunity for distributor sales representatives to deliver more value by educating their customers about green cleaning and showing them how to clean more effectively. At right, is a link to an article that appeared in [Sanitary Maintenance Magazine](#) and is a must read.

If you are a DSR and have not signed up for the **Green Cleaning Advisor™** training and certification program, you are missing an opportunity to expand your knowledge and receive FREE tools to help you become a Green consultant to your customers.

Article.....

“Environmentally Friendly Products have Sales Reps Seeing Green”



This article is a discussion on selling green programs to customers and the fact that more customers are willing to embrace green cleaning.

To view article: [CLICK HERE](#)

NEW NEW NEW!!!

COLLEGE of KNOWLEDGE

Do you want to learn more about subjects that are important to your livelihood, but don't have the time to attend seminars and training programs in person?

Multi-Clean is proud to offer **COLLEGE of KNOWLEDGE** training courses. Each course is a live 60 minute webinar taught by one of our faculty experts. These courses will be offered over the next several months at dates and times to be announced.

1. [Gym Floor Finishing: LEARN MORE](#)
2. [Filling in the Green Gaps: LEARN MORE](#)
3. [The Science of Cleaning: LEARN MORE](#)
4. [Pro-Active Floor Care: LEARN MORE](#)

College of Knowledge



[Courses and
Registration Info](#)
[CLICK HERE](#)

5. [The ABC's of Carpet Care: LEARN MORE](#)
6. [Selling the Green Concept: LEARN MORE](#)
7. [Preventing the Spread of Infection: LEARN MORE](#)
8. [LEED® the Way to Green: LEARN MORE](#)
9. [Planning for the next Pandemic: LEARN MORE](#)
10. [Flexible Dilution Control: LEARN MORE](#)

NEW! on the MC Blog

Many of you have heard about LEED®, the Green Building Rating System. This month's White Paper explains how LEED® and Green Cleaning tie together.

White Paper of the Month:

LEED® the Way to Green
Learn about the Green Cleaning part of LEED®

Also on the blog: *“The 7 Strategies of Highly Effective Sales People”* a link to this article that characterizes the attributes of the best of the best.

Visit the Multi-Clean blog to access resource info and commentary by the MC blog team:

www.yourguidetoclean.blogspot.com

Visit the MC blog site by clicking on the photo below:



Sign Me Up!!! Become a certified GREEN CLEANING ADVISOR™

GREEN CLEANING ADVISOR™ is a green cleaning training and certification program developed exclusively for Multi-Clean, Minuteman, and PowerBoss distributors. The program is modeled after the green cleaning component of the LEED® standard for existing buildings. After completing two live webinars and the final exam, each participant receives an ADVISOR training certificate and the GREEN CLEANING ADVISOR™ CD.

Upcoming Sessions....

May 11th & 18th and 9:00-10:00AM Central Time

June: To Be ANNOUNCED

GREEN CLEANING ADVISOR™

The CD uses the LEED® for existing building standards as a foundation for this valuable tool

If you are interested, please contact your Multi-Clean, Minuteman, or PowerBoss sales manager to sign up.

GREEN CLEANING ADVISOR™ GRADUATES: 60

Cost: FREE

If you want to create a competitive advantage for yourself, don't pass up this opportunity to become a certified GREEN CLEANING ADVISOR™.



Green Tip of the Month by Fagan Solutions, Inc.

One thing to remember: Green is not an all or nothing proposition. It is however, a process that involves people, product, process and proof. And of these four, products is where we focus for the April Tip of the month.

Having visited Multi-Clean and Minuteman dealers from coast to coast in the last year it has become quite clear to me that questions and issues still abound. One of these is the misconception that a customer must change all of their cleaning stuff to green or be considered not compliant. Nothing could be further from the truth. In fact, I would presume that becomes one reason why Multi-Clean dealers sometimes feel push back after a green presentation.

Please be clear in your presentation that green is gradual and eventually will become what is expected, instead of what is demanded. A small change can make a large difference when getting started. For example, the ***USGBC LEED rating system credit requirements for Purchasing sustainable products states that the annual total spend for these items need only be a minimum of 30%.***

Even more interesting, that 30% spend will represent green products that will clean 80% of the building. It's true that green products work well and are at worst, cost neutral. Remember though, they do not replace every product needed to clean a building or facility or school. So the next time you are giving a power point presentation or just speaking with a



Vince Fagan is a 26 year veteran of the Jan-San industry and recognized expert on green cleaning. Vince is a LEED 'Green Associate' and is available to assist Multi-Clean, Minuteman, and PowerBoss dealers in developing their green sales & market strategies.

group of end users, place emphasis that green is gradual and not an overnight total shift. Change takes time but the change is worth the effort on behalf of the health of the customer we serve. Enjoy the Spring, it's finally here !

