

Cleaning Times

June 2008

To All of Our Cleaning Times Subscribers:

Consultative Selling

Customers come to you because they want and expect more from you and/or your company than the simple delivery of products. Those expectations continue to rise as your customers want and need more value added services. Consultative selling emphasizes customer needs and meeting those needs with solutions combining products and/or services.

“Consultative selling is the sales method that supports complex buying decisions by providing expert guidance from trusted advisors.”

- Paul Johnson

The Green Opportunity...

The intense interest in green cleaning requires a consultative selling approach. Green Cleaning goes well beyond the products used. It is about marrying the correct products with the process to realize the true benefits of green cleaning.



When customers express an interest in going green, sales people sometime have the tendency to only discuss the green products they have to sell. Working with the customers to adopt green cleaning practices in conjunction with various products is the consultative selling approach.

Click [HERE](#) to view a good e-book by Richard Grehalva titled “Unleashing the Power of Consultative Selling”.

Become the Expert

At Multi-Clean, we are working to create the Consultative Selling tools distributors can use to help educate and train customers on the value of green cleaning.

[Green Cleaning Brochures](#)

[Multi-Clean Method Bulletins](#)

[Multi-Clean Guide Sheets](#)

Environmental Solutions Going Green CD-ROM

Special Green Link section: www.multi-clean.com/green.htm

Educational site shows you how to go green:

www.yourguidetoclean.com



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**TOP TEN LIST: You are NOT Green Cleaning if...**



1. You don't have an entryway matting and maintenance program
  2. You have not introduced a means to efficiently use/measure chemicals.
  3. You do not have a hard floor maintenance program that defines scheduled routine maintenance.
  4. You do not have a carpet care program that defines scheduled routine maintenance.
  5. You do not have a recycling program in place.
  6. You do not have a disinfectant strategy.
  7. You do not have special procedures set up for dining and break rooms where food is consumed and disposed.
  8. You do not have a specific procedures and maintenance frequencies for restroom cleaning.
  9. You do not have a documented training program for your employees.
  10. You do not use cleaning chemicals that are safer for people and the environment.
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**Multi-Clean Employee of the Month**

Curt Starken: Director of Operations

Curt has been an employee with Multi-Clean for 21 years. He started in the drafting department when Multi-Clean manufactured cleaning equipment. He transitioned over to the chemical operation, first in purchasing, then operations, and finally becoming Director of Operation in January of 2008. Curt has been instrumental in improving the efficiency of our operations. He has demonstrated time and time again that he is willing to go the extra mile to meet the needs of our customers. Curt also doubles as our resident IT expert.



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ASK THE CHEMIST

Q. Does transitioning to a green cleaning program cost more?

A. For the answer, click [HERE](#).

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