

## Dealer Essentials - Cleaning & Hygiene

To sell cleaning and hygiene confidently, sales professionals do not need specialist technical knowledge. Some dealers have deep expertise in this category, but most customer conversations focus on practical needs rather than technical detail. What matters most is understanding the basics, knowing what customers expect, and being able to recognise when to bring in additional support. This section highlights the essentials that help dealers approach the category with clarity and confidence.

### You do not need to be a technical expert

Cleaning and hygiene can appear complex at first glance, but most customer conversations focus on practical needs rather than chemistry or formulations. Dealers only need to understand:

- The main product groups
- What each product is used for
- The differences between everyday and specialist needs
- When a customer may need a more tailored solution

If a customer asks something more technical, dealers can lean on supplier resources or experienced colleagues for support.

### Customers value clarity and simplicity

Most workplaces want straightforward solutions that:

- Work reliably
- Are easy for employees to use
- Fit their hygiene standards
- Are cost effective
- Can be reordered without hassle

Dealers who keep conversations simple and focused on outcomes tend to build trust quickly.

### Standardisation is a common customer priority

Many organisations prefer to:

- Use the same products across multiple sites
- Reduce the number of suppliers
- Simplify ordering and stock management
- Avoid mixing different systems or dispenser types

Dealers who understand this can position cleaning and hygiene as part of a wider efficiency conversation.

## Know the common misconceptions

A few misunderstandings often crop up in this category. Dealers should be aware of them so they can guide customers effectively.

- Price and value are not the same thing
- Concentrates are not always cheaper if used incorrectly
- Not all hand sanitisers or soaps are interchangeable
- Dispensers often require specific refills
- Colour coding is not just for healthcare

Being able to explain these points simply can make a big difference.

## Recognise when a customer needs something more specialised

Dealers do not need to diagnose technical requirements, but they should be able to spot when a customer might need:

- Food safe products
- Healthcare grade disinfectants
- Odour control solutions
- Colour coded systems for high risk areas
- Higher performance cleaning chemicals

This is where supplier expertise or additional support becomes invaluable.

## Practical tips for new starters

New sales professionals often feel more confident when they:

- Start with the basics and build gradually
- Focus on understanding customer environments rather than product details
- Ask simple questions about usage, footfall, and expectations
- Avoid overcomplicating conversations
- Use supplier and internal support when needed

Cleaning and hygiene is a category where confidence grows quickly once the fundamentals are understood.

## Support available when needed

Dealers are not expected to know everything. Support is available through suppliers, catalogues, training materials, and experienced colleagues who can help with product questions, compatibility, sector requirements, and unusual environments. This ensures dealers can respond professionally, even when specialist advice is required.

### **Key takeaway**

Understanding the essentials of the category helps sales teams feel more confident and better prepared. With a clear grasp of the basics and access to support when needed, dealers can guide customers effectively and build strong, trusted relationships.