We invited **Metsa Tissue** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Metsa Tissue who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: Metsa Tissue

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Sales Team Confidence and Mindset

Where New Salespeople Should Start

Start with a simple, practical foundation: category basics, what customers really buy (outcomes), and how to prove value.

- Learn the core groups: washroom (tissue and dispensers), hand hygiene (soaps or sanitisers and dispensers), basic chemicals, floorcare, PPE. Visit manufacturers' websites, such as Katrin.com, to get a feel for the high level elevator type pitch that gets you through to the next stage.
- Get confident on cost in use and ROI (maximum efficiency, waste, refill frequency, callouts, complaints). Use tools like a cost in use calculator where available. Katrin has a user friendly cost in use calculator which will highlight potential savings vs the current supplier, accessible from Katrin.com.
- Understand that like for like is not equal: fibre, grade, format and dispensing systems change performance and total cost. Needs vary by sector (for example healthcare = cost control and compliance, hotels = premium experience). Whilst many in the industry promote recycled fibre as the only sustainable option, learning about Katrin fresh fibre products, from sustainable, regenerative, certified forests, will show you how this might not always be true.
- Do quick discovery: ask customers about footfall or throughput, peak times, current systems, pain points and sustainability goals, then propose a small product trial as an easy first win.
- It is also always worth asking manufacturers if they have training programs. Options like the Katrin Academy can equip you to better understand not only the product set, but also how to position it within the marketplace.

Discovery Questions That Reveal Real Needs

Whatever products you are selling, here are high value discovery questions that reliably uncover a customer’s cleaning routines, pain points and hygiene standards, and give you what you need to recommend the right products, systems and service levels.

1. Current routines and frequency

- Walk me through a typical day or week. What gets cleaned, by whom, and when
- Which areas have set schedules (washrooms, kitchens, touchpoints, floors), and which are reactive or as needed
- What does done properly look like for you. What are the must do tasks every time

2. Responsibility, staffing and process control

- Who owns cleaning. In house, FM provider, mixed. Who manages quality day to day
- How are tasks assigned. Checklists, audits, supervisor sign off, app based logs
- Where do routines break down. Handover between shifts, weekends, peak times

3. Hygiene standards, compliance and risk

- Which areas are high risk for you (infection control, allergens, slips or trips, odour, complaints)
- How do you define acceptable vs unacceptable hygiene in washrooms and shared spaces
- Do you have to meet any industry standards, internal policies or audits (for example food safety, healthcare, ISO, COSHH)

4. Pain points and failure modes

- What are the top 3 recurring issues. Complaints, blockages, no product, breakages, odours, staining
- Where do you see the most waste (paper, soap, bin liners, chemicals)
- What causes the most callouts or re cleans

5. Usage patterns and demand drivers

- What is your footfall or throughput, and when are the peak periods
- How often do you experience runouts, and which products run out first
- Any known issues like blocked toilets or drains, overspill bins, or excessive consumption or pilferage

6. Products, dispensers and cost in use levers

- What products and formats are you using now (paper type, soap type, dispenser models)
- Are you standardised across sites or is it a mix of systems
- What would you change if you could. Reduce refills, reduce waste, improve user experience, improve hygiene

7. Success measures

- How do you measure success. Complaint rate, audit scores, refill frequency, costs, absenteeism, sustainability metrics
- What would make you say this is a win in 30, 60 or 90 days

Building Credibility with Customers

- Lead with insight, share 1 or 2 relevant trends for their sector (for example fibre types, sustainability requirements) and quantify the cost of inaction (hygiene risks, staff illness, runouts, callouts, waste, reputational risk, high costs).
- Use proof points customers trust: case studies, testimonials and data (cost in use, refill frequency, waste reduction, service time saved) and agree what success looks like for them.

- Diagnose first: run a simple site survey and ask discovery questions. Credibility increases when your recommendation clearly reflects what you saw and heard.
- Be confident on standards and documentation: know the relevant certifications and be ready to provide evidence.
- Make it tangible: offer product demos, a short trial and a clear changeover or mobilisation plan (installation, training, stocking plan).
- Be transparent and practical: explain trade offs (performance vs price, recycled vs fresh fibre considerations, dispenser control vs open systems) and recommend the right level for the site.
- Close the loop professionally: send a short recap with agreed pains, proposed solution, expected outcomes and next steps. Follow up after implementation to review KPIs and adjust.

Introducing Hygiene into Existing Conversations

- Use simple, natural bridges from what they already buy (office, catering, PPE, waste, FM) into hygiene outcomes and quick wins.
- Attach it to a current line item: You are already ordering X. Can I also check your washroom consumables so you are not at risk of runouts
- Use operational triggers: deliveries, staffing gaps, peak periods, complaints, blockages.
- Make it timely: winter illness, term start, events, audits or new starters.
- Bridge via sustainability: Are you being asked to evidence recycled content or certifications or reduce waste
- Offer a 10 minute hygiene walkthrough: check footfall, dispenser estate, refill pain and product standardisation, then propose one improvement.
- Keep it simple with bundles: good or best options for washrooms and hand hygiene, plus a small trial. Katrin and Katrin Plus is a good example of this.
- Quick opener lines: How often do you get washroom runouts. Who tops up soap and towels and how often. Any complaints about the washrooms recently. Are you standardised across sites or is it a mix.

Early Warning Signs of Wrong Products or Outdated Methods

In a washroom environment, the Katrin team are often faced with:

- Over consumption and high waste: unusually high paper or soap usage, overflowing bins or frequent replenishment
- Runouts and firefighting: dispensers or soap regularly empty, cleaning teams doing extra top up trips or shifting to emergency stock
- Increased complaints: washrooms never stocked, poor drying performance, bad odours, sticky surfaces, streaking
- Blockages: systems blocked through misuse or fragile drainage
- Outdated or unmanaged dispenser estate: no dispensing systems, broken or empty units, mixed formats or open paper stacks

Katrin can support customers with all these issues through onsite audits, configuration tools, cost in use tools, trials, flexible innovation and 50+ years of Katrin experience.

Outside the washroom environment, other indicators include:

- Health and safety issues: slip incidents after mopping, strong chemical odours, skin irritation or staff avoiding certain products
- Process red flags: manual dilution by eye, decanting into unlabelled bottles, missing SDS or COSHH info, overlapping SKUs
- Domestic or improvised solutions: supermarket products used for commercial tasks, over worn cloths and mops, one product for everything approaches in high risk areas