We invited **Kimberly-Clark Professional** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Kimberly-Clark Professional 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: Kimberly-Clark Professional

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Selling Hygiene - Smart Discovery Questions

Why Discovery Matters in Hygiene Sales

Dealers who conduct site surveys, offer trials, or recommend product standardisation often win long-term contracts. These activities help uncover the real issues customers face in their washrooms, production areas or facilities, and allow dealers to position solutions that genuinely improve hygiene, efficiency and user experience.
KCP supports this through sampling, training and digital tools to help dealers deliver compelling hygiene solutions. These resources help dealers demonstrate the value of controlled dispensing, sealed refills and engineered wiping systems in a way that resonates with customer priorities.

Questions That Reveal Customer Pain Points

Great starter questions include:

- “How often do you run out of towels, toilet tissue or soaps?”
- “Are you happy with the look and feel of your washrooms?”
- “Do your staff use rags or reusable cloths for industrial tasks?”
- “What matters more to you: reducing consumption, improving hygiene, or reducing maintenance time?”

How These Questions Help

These questions uncover:

- Consumption issues
- Washroom perception
- Use of rags or reusable cloths
- Priorities around consumption, hygiene or maintenance time

This insight helps dealers understand customer routines, pain points and hygiene standards. It creates opportunities to recommend high-capacity systems, sealed refills or engineered wipers that address the specific challenges identified. By exploring these areas, dealers can align KCP solutions with what matters most to customers - whether that’s reducing runouts, improving hygiene, supporting sustainability goals or reducing maintenance time. This consultative approach helps build trust and positions the dealer as a partner who can deliver measurable improvements through KCP systems.

Our Perspective

Understanding a customer’s hygiene needs is ultimately about recognising how cleaning and hygiene practices influence the overall experience of a workplace. When dealers explore routines, challenges and expectations in more depth, they

gain clearer insight into how hygiene affects efficiency, wellbeing and the perception of a space. This shifts the conversation from simply supplying products to understanding the broader outcomes organisations are trying to achieve.

A more thoughtful discovery approach also helps identify where processes can be streamlined, where waste can be reduced and where hygiene standards can be strengthened. By focusing on the customer's environment, pressures and priorities, dealers can guide organisations towards solutions that support smoother operations, better user experiences and more consistent hygiene performance. This creates a more strategic dialogue and helps customers make informed decisions that align with their goals.