

## Common Questions Customers Ask - Cleaning & Hygiene

Sales professionals already handle a wide range of customer queries every day, and many will have approaches that work well for them. This section isn't here to add pressure or suggest there is a single correct way to respond. It simply highlights some of the common questions customers ask about cleaning and hygiene, along with straightforward ways to answer them.

Understanding the basics helps build confidence, and familiarity grows naturally over time. If a customer asks something that needs checking, it is always acceptable to look it up in the catalogue or online ordering system, or to say something like:

- "I can check that for you."
- "Let me confirm that so I can give the right information."
- "I'll take a look now and come back with the answer."

Customers appreciate clarity, honesty and effort.

### 1. "What should I use for this surface?"

Helpful things to keep in mind:

- General purpose cleaners suit most daily tasks
- Kitchens and washrooms often use products designed for those areas
- Suitability can be checked quickly in the system

Example ways to respond:

- "A general purpose cleaner is usually suitable for most surfaces. I'll check the system now to confirm the best option."
- "Kitchens and washrooms sometimes need something more specific. I'll look up what fits that area."
- "If there's any uncertainty, I can check and make sure the right product is suggested."

### 2. "How long will this last us?"

Helpful things to keep in mind:

- Usage varies depending on footfall and habits
- Larger pack sizes often last longer
- Pack sizes can be compared quickly

Example ways to respond:

- "It depends on how busy the area is, but I can look at the pack sizes now and suggest something that lasts longer."

- “If you can give a rough idea of how many people use the space, I can check what’s likely to suit.”
- “I can take a quick look and give you a sensible estimate.”

### 3. “Do I need a disinfectant or just a cleaner?”

Helpful things to keep in mind:

- Cleaners remove dirt
- Disinfectants reduce germs
- Some products do both

Example ways to respond:

- “For everyday cleaning, a general cleaner is usually enough. If reducing germs is important, a disinfectant might be better. I can check what’s suitable for your area.”
- “Different environments need different approaches. I’ll confirm the right option.”

### 4. “What’s the difference between these paper products?”

Helpful things to keep in mind:

- Formats vary, such as rolls, folded towels and toilet tissue
- Different dispensers suit different formats
- Compatibility can be checked quickly

Example ways to respond:

- “These are different formats, and some last longer than others. I can check which one fits your dispenser.”
- “If you know the dispenser type, I’ll confirm the right refill.”

### 5. “Is this safe to use?”

Helpful things to keep in mind:

- Workplace products are designed for regular use when used correctly
- Some areas may need specific products
- Safety information can be checked quickly

Example ways to respond:

- “These products are designed for everyday use when used as intended. If there’s anything specific you want to check, I can confirm that now.”
- “If there are particular concerns, I can look into it and make sure everything is suitable.”

## 6. “Do these refills fit my dispenser?”

Helpful things to keep in mind:

- Some dispensers are universal
- Others are brand specific
- Compatibility can be checked quickly

Example ways to respond:

- “If you can tell me the brand or describe it, I can check what fits.”
- “I’ll look up the compatible refills for that dispenser.”

## 7. “What’s the most economical option?”

Helpful things to keep in mind:

- Value depends on usage, not just cost
- Larger packs can reduce ordering frequency
- Some formats reduce waste

Example ways to respond:

- “There are a few ways to look at value. I can compare the pack sizes now and see what works best for your usage.”
- “If you want something that lasts longer, I can check which option offers the best balance.”

## 8. “Can you help me keep track of what we need?”

Helpful things to keep in mind:

- Customers appreciate simplicity
- Small prompts can prevent running out
- Pack sizes can help reduce frequency

Example ways to respond:

- “When we go through your orders, I can remind you about the basics if that helps.”
- “Choosing pack sizes that last longer can make things simpler. I can check what suits your usage.”

## Key Takeaway

Customers often ask practical, everyday questions about cleaning and hygiene. Knowing the basics and being comfortable checking information helps dealers respond clearly and support customers without pressure.