

## Opportunities to Look For - Cleaning & Hygiene

Dealers already have strong relationships with their customers and will have approaches that work well for them. This section is not designed to replace that experience. Instead, it highlights practical cues that naturally open up conversations about cleaning and hygiene without feeling forced or sales-driven.

These opportunities appear in everyday discussions and often point to simple needs that customers may not have considered. Recognising them helps dealers offer support in a helpful, low-pressure way.

### 1. When customers mention workplace changes

Changes often create new needs, even if customers don't realise it.

Examples include:

- Moving to a new office
- Expanding or refurbishing a space
- Increasing staff numbers
- Opening new areas such as kitchens or meeting rooms

Helpful dealer prompts:

- "With the new space, do you need anything to keep the shared areas stocked with the basics?"
- "Are there any new rooms that might need simple cleaning or hygiene products?"

### 2. When customers talk about running out of things

Running out is a common frustration and a simple opening for support.

Examples include:

- "We keep running out of hand soap."
- "Someone forgot to order more toilet rolls."

Helpful dealer prompts:

- "If it helps, I can suggest a pack size that lasts longer."
- "I can help you make sure you don't run short of the basics."

### 3. When customers mention high footfall or busy periods

More people usually means more usage.

Examples include:

- Seasonal peaks
- Events or training days
- Visitor-heavy environments

Helpful dealer prompts:

- “Busy periods can increase usage. Do you want me to help you plan ahead?”

#### **4. When customers talk about cleanliness or appearance**

Cleanliness is often linked to first impressions, staff comfort or customer experience.

Examples include:

- Concerns about washrooms
- Comments about shared spaces
- Feedback from staff or visitors

Helpful dealer prompts:

- “If there’s an area you want to improve, I can help you find something simple that works.”

#### **5. When customers mention health, safety or standards**

Some workplaces have specific requirements, and customers often appreciate reassurance.

Examples include:

- Food handling
- Healthcare environments
- Schools and childcare
- Compliance checks

Helpful dealer prompts:

- “If you have standards to meet, I can help make sure the products align.”

#### **6. When customers are already ordering other workplace supplies**

Cleaning and hygiene naturally sit alongside many other categories.

Examples include:

- Facilities items
- Kitchen supplies
- Breakroom essentials

Helpful dealer prompts:

- “While we’re looking at your order, do you want me to check if you’re stocked up on the basics?”

## 7. When customers want to save time or simplify ordering

Many workplaces prefer fewer suppliers and simpler processes.

Examples include:

- Too many small purchases
- Frequent supermarket trips
- Multiple people ordering separately

Helpful dealer prompts:

- “If you want to make things easier, I can help you keep everything in one place.”

### Key takeaway

Spotting simple cues in everyday conversations helps dealers introduce cleaning and hygiene naturally and confidently. These opportunities often reflect genuine customer needs, making the category an easy and supportive way to add value without pressure.