

Common Challenges and How to Handle Them - Cleaning & Hygiene

Even confident sales professionals can feel unsure when customers push back or seem uninterested in cleaning and hygiene. Most challenges are not objections - they're simply habits, assumptions or misunderstandings. This section helps dealers recognise what's really happening and respond in a calm, supportive way that keeps the conversation open.

1. "We already buy these from somewhere else."

What this usually means: They're comfortable with their routine, or they assume switching will be a hassle.

How to handle it: Acknowledge their setup and keep things light. You're not trying to replace their supplier - just offering support if they ever want it.

Useful prompts: "Of course - most workplaces already have something in place. If you ever want me to check whether anything could be easier or more cost effective, I'm happy to take a look." • "Are there any products you're not completely satisfied with?"

2. "We don't use much cleaning stuff."

What this usually means: They're thinking of one or two items, not the full picture.

How to handle it: Gently broaden the conversation without correcting them.

Useful prompts: "That makes sense - most workplaces only use a few essentials. Which areas do you look after: washrooms, kitchens, desks or shared spaces?"

"Even small sites often benefit from having the right basics in place."

3. "We just buy whatever's cheapest."

What this usually means: They're cost focused, but not necessarily price obsessed.

How to handle it: Respect their priority and show that value can come from more than price alone.

Useful prompts: "Absolutely - value matters. Sometimes the right product can actually reduce waste or last longer. Would you like me to check if there's anything that could save you money over time?"

4. "We don't want to change what we're using."

What this usually means: They're worried about disruption, not resistant to you.

How to handle it: Reassure them that you're not trying to overhaul anything.

Useful prompts: "No problem at all - consistency is important. If you ever want me to match what you already use, I can do that too."

5. “We get these from the supermarket.”

What this usually means: Convenience, habit or lack of awareness.

How to handle it: Don't criticise their choice - offer a practical alternative.

Useful prompts: “Lots of people do - it's easy. If you ever want to save a trip or keep things consistent across your workplace, I can help with that.”

6. “We're not sure what we need.”

What this usually means: They want guidance, not a catalogue.

How to handle it: Keep it simple and offer to identify the essentials.

Useful prompts: “No problem - most workplaces only need a few core products. I can help you identify the essentials if that would be useful.”

7. “We don't have time to think about this.”

What this usually means: They're focused on other priorities right now.

How to handle it: Offer something quick and unobtrusive.

Useful prompts: “Of course - completely understand. If it's useful, I can put together a short summary so you can look at it when the time is right.”

8. “We need to meet certain standards.”

What this usually means: They're risk focused and want reassurance.

How to handle it: Show confidence without going into technical detail.

Useful prompts: “Of course - lots of workplaces have specific standards. If you tell me what you need to meet, I can make sure the products align.”

9. “We've always used this brand.”

What this usually means: They're comfortable with what they know, or they've had good results and don't want to risk change.

How to handle it: Acknowledge their preference and show that you can support them with the brands they already trust.

Useful prompts: “That's a well known brand - if you're happy with it, I can usually supply the same products or something that works in the same way.”

“If you ever want me to check availability or help keep things consistent across your sites, I can do that.”

10. “We don’t have storage space.”

What this usually means: They’re worried about bulk orders or clutter.

How to handle it: Show that you can work around their limitations.

Useful prompts: “That’s no problem - we can look at smaller pack sizes or products that last longer so you don’t need to store as much.”

Key takeaway

Most challenges in this category are based on habit or assumptions, not real objections. With calm, simple responses, dealers can keep conversations open and build trust without pressure.