

What Good Conversations Look Like - Personal Care & Wellbeing

Good conversations about personal care and wellbeing products are practical, straightforward, and focused on helping customers create a well equipped, comfortable workplace. Dealers do not need specialist knowledge to talk about this category. Instead, effective conversations come from understanding the customer's environment, listening to their needs, and identifying simple ways to enhance their workplace experience.

These conversations work best when they feel natural and connected to the customer's existing priorities, rather than being positioned as something separate or unusual.

Starting with the workplace environment

Strong conversations begin with an understanding of the customer's setting. Dealers can explore how the workplace is used and what employees need throughout the day. This helps identify where personal care and wellbeing products might add value.

Useful areas to explore include:

- the types of roles employees perform
- whether staff work long or active shifts
- how frequently people move between indoor and outdoor environments
- the standard of existing washroom and shared facilities
- whether hybrid workers travel light or need essentials on hand

These insights help dealers suggest products that genuinely fit the customer's environment.

Focusing on practical needs

Good conversations stay grounded in everyday situations. Dealers can highlight simple, relatable needs that workplaces often encounter, such as:

- employees needing hand care in environments with frequent washing
- staff wanting freshening products during long shifts
- people needing tissues or wipes unexpectedly
- visitors appreciating well stocked facilities
- hybrid workers needing essentials when travelling between locations

These examples help customers see the relevance of the category without feeling overwhelmed.

Connecting to existing priorities

Many organisations already have goals around wellbeing, inclusivity, sustainability, or modernising their facilities. Dealers can link personal care and wellbeing products to these existing priorities.

This might include:

- supporting employee comfort and focus
- improving washroom standards
- offering sustainable or low waste options
- creating a more welcoming environment for staff and visitors
- aligning with wellbeing or people strategies

Positioning the category in this way helps customers see it as part of their broader workplace approach.

Keeping the conversation simple

This category does not require technical detail or specialist expertise. Good conversations are clear, practical, and focused on what will make a difference in the customer's workplace.

Dealers can:

- highlight ease of stocking and maintaining products
- reassure customers that these are everyday essentials
- offer a small number of relevant options
- keep the focus on practicality and usefulness

The aim is to make the category feel accessible and straightforward.

Listening for cues

Customers often give indirect signals that personal care and wellbeing products could help. Dealers who listen for these cues can identify opportunities naturally.

Common cues include:

- comments about improving facilities
- feedback from employees about comfort or convenience
- interest in sustainability or low waste options
- plans to refresh washrooms or shared spaces
- discussions about employee experience or wellbeing

These cues can open the door to simple, helpful suggestions.

Navigating products that may feel unfamiliar

Some products in this category may feel less familiar for sales teams to discuss, especially if they have not sold them before. This is normal, and many dealers have found that initial hesitation fades once they recognise that these items are simply practical workplace essentials. The same principles that apply to any other facilities or wellbeing product apply here too: understanding the need, offering suitable options, and helping customers create a well-equipped environment.

In some cases, customers may not realise they need certain products until the conversation is opened. Period care is a good example. It is increasingly seen as a standard workplace provision, yet some organisations have not considered it until it is raised. Sales teams sometimes report feeling unsure or embarrassed when first approaching the topic, but those who introduce it confidently and practically often find customers welcome the suggestion and appreciate the support.

The key is to remember that this category is still about supply and demand. Workplaces have needs, and dealers can help meet them. When framed as everyday essentials that support comfort and preparedness, these conversations become straightforward and constructive.

Supporting customers with confidence

Good conversations are confident but not forceful. Dealers can position themselves as partners who understand modern workplace needs and can offer practical solutions that make a difference.

This might involve:

- sharing examples of what similar workplaces provide
- highlighting products that are easy to introduce
- offering small, manageable steps rather than large changes
- reassuring customers that these products are now common in many workplaces

The goal is to help customers feel informed and supported.

Key takeaway

Good conversations about personal care and wellbeing products are practical, simple, and focused on everyday workplace needs. Dealers who understand the customer's environment and listen for opportunities can introduce this category naturally and confidently, helping customers create workplaces that feel more comfortable, inclusive, and well equipped.