

Practical Scenarios - Workwear & PPE

Conversations about workwear and PPE can take different directions depending on the customer, their environment and what they choose to share. These scenarios show how the guidance in this section can be applied in real situations. They are not scripts and should not be followed word for word. Instead, they illustrate how questions can be introduced naturally, how the conversation can progress and how to adapt based on the customer's responses.

These situations reflect the kinds of comments, challenges and opportunities that appear every day in customer conversations, making them useful reference points for recognising when the category is relevant.

The aim is to help you recognise familiar situations and feel confident in how to approach them. Each scenario highlights a common customer context and shows how a discussion might develop when you focus on understanding their world rather than leading with products or technical detail. They demonstrate how to use safe entry points, how to build on what the customer shares and how practical needs often emerge through open conversation.

These examples can be used to build confidence, develop your own style and understand how the category fits naturally into wider customer discussions.

Scenario 1: A customer with multiple sites

Situation: The customer mentions they operate across several locations.

What to do: Ask how each site handles clothing or PPE, whether they follow the same approach and how new starters are equipped.

What this achieves: It uncovers inconsistencies, duplication or gaps between sites. It also highlights where processes could be simplified or standardised, without challenging their existing supplier.

Scenario 2: A customer who already has a supplier

Situation: The customer says they already buy workwear or PPE from someone else.

What to do: Acknowledge this positively, then ask what works well, whether all teams use the same supplier and if there are any items that are harder to source.

What this achieves: It keeps the conversation comfortable while revealing gaps, frustrations or opportunities to complement what they already do, rather than replace it.

Scenario 3: A customer who doesn't think they use workwear

Situation: The customer says they do not use workwear or PPE.

What to do: Explore what different teams wear day to day. Ask about customer-facing roles, outdoor work, durability needs or items such as aprons, hi-vis or gloves.

What this achieves: It helps the customer recognise they do use workwear and PPE - they just didn't label it that way. This opens the door to simple, practical conversations.

Scenario 4: A customer with high turnover or seasonal staff

Situation: The customer mentions frequent new starters, temporary staff or seasonal peaks.

What to do: Ask how they manage replacements, sizing, stock levels and issuing items to new staff.

What this achieves: It highlights the operational pressure caused by turnover and reveals opportunities to help them streamline replenishment, size lists or standardised ranges.

Scenario 5: A customer focused on appearance and consistency

Situation: The customer talks about brand image, customer-facing teams or wanting a consistent look.

What to do: Ask whether they aim for a particular colour, style or level of consistency across roles or sites.

What this achieves: It naturally leads into discussions about branding, matching existing garments and creating simple, repeatable ranges that support their image.

Scenario 6: A customer describing operational change

Situation: The customer mentions expansions, new projects or changes to how work is carried out.

What to do: Ask how these changes might affect what people wear or what equipment they need.

What this achieves: It positions you as someone who understands their evolving environment and helps them think ahead, rather than reacting after the fact.

Scenario 7: A customer who raises comfort or durability issues

Situation: The customer mentions discomfort, items wearing out quickly or staff dissatisfaction.

What to do: Ask which roles are affected, how often items need replacing and whether certain tasks put extra strain on clothing.

What this achieves: It helps identify the root of the issue and shows you are focused on solving practical problems, not pushing products.

Scenario 8: A customer managing everything informally

Situation: The customer has no structured process and orders items as needed.

What to do: Ask how they track what people have been issued, how they handle replacements and whether certain items cause delays.

What this achieves: It reveals where informal processes create inefficiencies and opens the door to helping them create simple, consistent ways of managing workwear and PPE.

Key takeaway

These scenarios show how conversations can develop naturally when you focus on understanding the customer's world. There is no script to follow. The most effective approach is to listen, use safe entry points and build on what the customer shares. When you stay curious and grounded in their day-to-day reality, the category becomes straightforward to explore and genuinely useful to discuss.