

## Questions to Ask - Workwear & PPE

These questions help sales professionals explore how clothing and protective equipment support day-to-day work. They are not designed to be used as a script. Instead, they provide a bank of prompts that can be drawn on naturally, depending on the customer, the relationship and the flow of the conversation.

### How to use these questions effectively

The aim is to create a comfortable, practical conversation. These questions work best when they are:

- used selectively, not in sequence
- introduced at the right moment, not all at once
- adapted to the customer's language and context
- asked in a way that feels conversational, not procedural
- used to explore, not to lead

Safe, early-stage questions help open the conversation without pressure. As the customer shares more detail, deeper questions can follow naturally. The goal is to understand how work is carried out, not to interrogate or diagnose.

Examples of safe entry points include:

- "Tell me a bit about the teams who rely on clothing or PPE."
- "How do you currently manage this across your sites?"
- "What tends to work well with your current approach?"

These open the door without assuming a problem or pushing a solution. Once the customer is comfortable, more detailed questions can be introduced based on what they have already shared. The key is to follow their lead, not force the conversation.

### Understanding roles, tasks and environments

These questions help identify who needs clothing or PPE and why:

- Which teams or roles rely on workwear or PPE as part of their job?
- What does a typical day look like for those teams?
- Are there tasks that place extra demands on clothing, such as heavy use, outdoor work or customer-facing activity?
- Do any teams work in environments that change throughout the day (indoor/outdoor, hot/cold, clean/dirty)?
- Are there roles where comfort, durability, visibility or mobility are particularly important?
- Are there tasks where clothing or PPE currently gets in the way or slows people down?

### How clothing and PPE are currently sourced and managed

These questions reveal the customer's existing approach and any challenges they face:

- How do you currently source workwear or PPE for your teams?

- Do different teams or sites use different suppliers or different approaches?
- Who is responsible for ordering or managing clothing and PPE?
- How do you handle new starters, replacements or seasonal staff?
- Do you keep any items in stock, or do you order everything as needed?
- Are there items you reorder frequently or find harder to keep consistent?
- How do you track what each person has been issued, if at all?

### **Practical considerations that influence choice**

These questions focus on everyday realities rather than technical detail:

- How long do items typically last before they need replacing?
- Are there garments or items that wear out faster than expected?
- Are there any challenges with sizing, fit or availability?
- Do you have teams with a wide range of sizes to accommodate?
- Are there items that are often out of stock or difficult to source?
- Do you prefer garments that are easy to reorder or standardise across teams?
- Are there any items that cause the most frustration or take the most time to manage?

### **Expectations around appearance, consistency and branding**

These questions help clarify whether presentation or alignment matters:

- Do you have a preferred look or standard for customer-facing teams?
- Are there colours, styles or garments you want to keep consistent across sites or roles?
- Is branding important for any of your clothing or equipment?
- Do you have existing garments you want to match or update?
- Are there any teams that currently look inconsistent or mismatched?
- How important is it that staff are easily identifiable?

### **Understanding operational pressures and change**

These questions help uncover needs linked to growth, seasonality or organisational change:

- Are there any upcoming projects, expansions or relocations that will affect clothing or PPE needs?
- Do you have seasonal peaks where staffing levels increase?
- Are there new roles or teams being introduced?
- Are there any changes to how work is carried out that might affect what people wear?
- Have you recently reviewed your approach to workwear or PPE?

### **Working alongside existing suppliers**

These questions help understand the current setup without challenging it:

- Do you already have a supplier for any of your workwear or PPE?
- What works well with your current supplier?

- Are there any gaps, delays or inconsistencies you would like to improve?
- Do different teams or sites use different suppliers?
- Are there items you struggle to source through your current arrangements?

### Identifying opportunities to simplify or improve

These questions help uncover areas where support may be valuable:

- Are there items or processes you would like to make easier or more consistent?
- Would it help to standardise what different teams use?
- Are there garments or items that could be simplified into a smaller, more manageable range?
- Are there any areas where you feel your current approach could be more efficient or reliable?
- Would it help to have clearer visibility of what each team uses or needs?

### Understanding replenishment and ongoing demand

These questions help identify repeatable needs:

- How do you manage replacements for wear-and-tear?
- How do you handle new starters and leavers?
- Are there items you regularly need at short notice?
- Do you have predictable peaks in demand?
- Would it help to have a more structured replenishment approach?

### Comfort, feedback and staff experience

These questions help uncover issues that matter to the people wearing the items:

- Have staff raised any concerns about comfort, fit or durability?
- Are there garments that staff particularly like or dislike?
- Are there items that staff modify, replace or avoid using?
- Do you receive feedback from supervisors or team leaders about clothing or PPE?

### Risk, compliance and internal expectations

These questions help identify organisational requirements without entering technical territory:

- Do you have internal policies or guidelines that influence what people wear?
- Are there any roles where visibility, identification or protection is essential?
- Do you have any audits or compliance checks that relate to clothing or PPE?
- Are there any items that must meet a particular internal standard?

### Key takeaway

These questions are a toolkit, not a script. The aim is to understand how the organisation works so that any support offered is practical, relevant and aligned with the customer's needs.