

## Product Group Knowledge - Cleaning & Hygiene

This section focuses on what matters in real customer conversations. It highlights simple, practical points that help dealers feel confident without needing technical knowledge. Most customers care about ease, suitability and reliability, and these prompts help keep conversations clear and straightforward. Understanding these basics gives sales teams a strong foundation for guiding customers and recognising when additional support may be useful.

### 1. Cleaning chemicals

What customers usually care about:

- Whether it works for the surface or area they are cleaning
- Whether it is safe and easy to use
- Whether it is ready to use or needs diluting
- Helpful dealer points:
  - Ready to use products are simpler for small sites
  - Concentrates can be more economical for larger sites
  - Customers often appreciate reassurance rather than technical detail

### 2. Hand hygiene

What customers usually care about:

- Soap type (foam, liquid, gel)
- Ease of refilling
- Whether sanitiser is needed

Helpful dealer points:

- Touch free dispensers are popular in higher traffic areas
- Refills are usually more economical than cartridges
- Some workplaces prefer gentler soaps for frequent use

### 3. Washroom consumables

What customers usually care about:

- Dispenser compatibility
- How long the product lasts
- Whether it suits their footfall

Helpful dealer points:

- Different formats suit different environments
- Choosing the right format for the environment makes the biggest difference
- Usage levels vary more than people expect

## 4. Janitorial tools and equipment

What customers usually care about:

- Whether tools are reusable or disposable
- Whether they are suitable for the task
- Whether they help avoid cross contamination

Helpful dealer points:

- Microfibre is effective and reusable
- Disposable wipes are convenient for quick tasks
- Colour coding is common in many workplaces

## 5. Waste management

What customers usually care about:

- Bag size and strength
- Colour coding for recycling
- Durability for heavier waste

Helpful dealer points:

- Matching bag size to bin size avoids waste
- Thicker bags are useful for kitchens and high waste areas
- Some workplaces prefer clear bags for visibility

## 6. Specialist or sector specific products

What customers usually care about:

- Whether products meet their standards or compliance needs
- Suitability for food handling, healthcare or high risk areas
- Odour control or hygiene critical requirements

Helpful dealer points:

- Food safe and healthcare grade products exist for specific environments
- Colour coded systems help manage risk
- Dealers do not need technical expertise - just awareness of when to involve support

### Key takeaway

A clear understanding of each product group gives dealers a strong foundation for confident, meaningful customer conversations. By focusing on what customers genuinely care about, such as suitability, ease of use, compatibility and reliability, dealers can offer practical guidance without needing technical expertise. This knowledge helps them identify needs quickly, recommend appropriate solutions and recognise when specialist support may be required. Together, these skills make cleaning and hygiene a straightforward, approachable category that supports trust, credibility and long term customer relationships.