

What Good Conversations Look Like - Health & Safety

Good conversations about Health and Safety (non-PPE) help customers understand what they need, why they need it, and how simple it can be to stay prepared. Many people responsible for safety do not see themselves as specialists, and they often juggle these responsibilities alongside many others. This means they value conversations that are practical, straightforward, and focused on helping them manage everyday risks with confidence.

Dealers do not need to provide technical advice or compliance guidance, though they can add this if they have the knowledge. What matters most is helping customers understand their space, identify everyday risks, and select the essentials that keep people safe. This means supporting customers as they think through how their workplace operates, what challenges people encounter, and which products help maintain a safe, well organised environment. When conversations focus on real situations rather than technical detail, customers feel supported rather than overwhelmed.

Strong conversations also recognise that every workplace is different. They explore how spaces are used, how teams move around, and where risks naturally occur. This helps customers identify gaps they may not have noticed and gives them confidence that they are making sensible, informed decisions. When dealers approach the category in this way, they position themselves as helpful partners who understand the practical side of workplace safety and can make it easier for customers to stay ready.

Starting with the workplace environment

Understanding the environment helps shape the conversation. Useful starting points include:

- the type of work being carried out
- the number of people using the space
- whether the environment is static, flexible, or mixed use
- any areas with higher footfall or activity
- whether the organisation has multiple sites or floors

These questions help identify where first aid kits, signage, spill control, or monitoring tools may be needed.

Focusing on practical risks and everyday needs

Most workplaces face similar everyday risks, such as slips, minor injuries, or equipment hazards. Good conversations explore these in a practical, non technical way.

Examples include:

- where spills are most likely to occur
- whether cables or equipment create trip hazards
- how often first aid supplies are used
- whether signage is clear and up to date
- how quickly teams can respond to minor incidents

This helps customers recognise simple improvements that make a meaningful difference.

Linking products to responsibilities

Different roles have different responsibilities, and good conversations reflect that. Dealers can support customers by connecting products to the tasks they manage.

For example:

- facilities teams may need clear signage and spill control
- office managers may need easy to replenish first aid supplies
- operations teams may need accident prevention items
- HR teams may focus on employee confidence and wellbeing

This helps customers see how products support their day to day work.

Listening for cues and triggers

Customers often reveal needs indirectly. Good conversations pick up on cues such as:

- recent incidents or near misses
- upcoming audits or inspections
- new staff joining
- changes to workspace layout
- feedback from employees
- seasonal risks such as wet weather

These cues help dealers introduce relevant products at the right moment.

Useful questions to guide conversations

A few simple, open questions can help dealers understand the workplace and identify practical needs. These can be used with prospects or existing customers and adapted to different roles.

- How do you currently manage first aid, signage, or spill control
- Are there any areas where equipment or supplies run low more often
- Have there been any recent changes to your workspace or team
- Are there places where visibility or clarity could be improved
- Would standardising equipment across different areas or sites be helpful

These questions keep the conversation practical and focused on everyday realities.

Highlighting ease of maintenance and replenishment

Customers appreciate knowing that safety essentials are easy to manage. Dealers can support this by discussing:

- refillable first aid kits
- simple signage updates
- spill kit top ups
- regular replenishment cycles
- products that work across multiple areas

This helps customers maintain readiness without extra workload.

Connecting to wider workplace goals

Good conversations link Health and Safety products to broader organisational aims, such as:

- improving employee experience
- supporting wellbeing
- maintaining professional standards
- reducing downtime
- creating a safe, welcoming environment

This helps customers see the value beyond compliance.

Key takeaway

Good conversations about Health and Safety (non-PPE) focus on understanding the workplace, identifying practical needs, and supporting customers in meeting their responsibilities. They are clear, reassuring, and centred on simple products that help create safe, confident, and well managed environments.