

Sales Prompts and Conversation Starters - Cleaning & Hygiene

Talking to customers about cleaning and hygiene does not need to be complicated. Most workplaces use these products every day, and many customers are open to guidance as long as the conversation feels natural and relevant. This section provides simple prompts to help dealers start conversations confidently, without overwhelming prospects or asking long lists of questions.

Keep it light and natural

Customers respond best when conversations feel relaxed and focused on their environment rather than on products. Sales professionals do not need to ask every question at once. A few well chosen prompts are usually enough to understand the basics and identify opportunities.

Identify who you are speaking with

Before asking any questions about cleaning and hygiene, it is important to understand the role of the person you are speaking with. Some people make decisions, some influence them, and others simply process orders. A quick sense of their responsibilities helps you keep the conversation relevant and avoid asking questions that do not apply to them.

Simple ways to establish this include:

- “Are you the best person to speak with about cleaning and hygiene products?”
- “Do you look after ordering for these items, or does someone else handle that?”
- “Who normally reviews or chooses the products you use on site?”

This keeps the conversation comfortable and ensures you are speaking at the right level before exploring needs or opportunities.

Tailoring your approach

Different customer situations call for different styles of conversation. Dealers should adapt their approach depending on who they are speaking with.

Existing customers who do not buy the category

These conversations can be simple and low pressure. Useful prompts include:

- “I noticed we do not currently support you with cleaning and hygiene. Is that something you review regularly?”
- “Are there any products you find yourself ordering frequently from other suppliers?”
- “Would it be helpful if I took a quick look at your cleaning and hygiene products to see if anything could be simplified or made easier to manage?”

These questions open the door without making the customer feel challenged.

Brand new prospects

New prospects may not want to answer lots of questions straight away. It is important to build rapport first and keep the conversation light. Once the customer is comfortable, focus on understanding their environment at a high level.

Useful prompts include:

- “Tell me a bit about your workplace - what kind of areas do you look after day to day?”
- “Do you tend to use the same cleaning and hygiene products across your sites, or does it vary?”
- “Are there any areas where you would like things to be easier, more consistent, or less time consuming?”

These prompts are simple, non intrusive, and help the customer open up without diving into detail too quickly.

Customers who prefer minimal questioning

Some customers simply want quick, practical help. In these cases, keep it brief:

- “What are the essentials you use most often?”
- “Are there any products you are not fully happy with at the moment?”

These prompts give the customer control while still opening up the conversation.

New starters building confidence

New sales professionals often worry about asking the right questions. The best approach is to:

- Start with simple, open prompts
- Listen for clues about usage, footfall or pain points
- Avoid technical detail
- Ask one or two follow up questions rather than a long list

Confidence grows quickly once they see how naturally these conversations flow.

Recognising different customer personalities and priorities

Every customer is different, and the way you approach the conversation should reflect the type of person you are speaking with. Some customers enjoy detail, others prefer quick answers. Some focus on cost, others care more about performance, quality or saving time. Understanding what drives them helps you choose the right questions and keep the conversation comfortable.

Common customer priorities include:

- Cost focused - want value, predictability and no surprises
- Performance focused - want products that work reliably and meet standards
- Time focused - want simplicity, fewer decisions and easy reordering
- Quality focused - want trusted brands and consistent results
- Risk focused - want compliance, hygiene standards and reassurance

Sales professionals should adapt their style accordingly. For example:

- With a cost focused customer, keep questions short and practical.
- With a performance focused customer, ask about problem areas or standards.
- With a time focused customer, focus on ease, consistency and reducing hassle.
- With a quality focused customer, explore expectations and preferred brands.

This approach keeps conversations natural and avoids overwhelming people with too many questions at once.

Useful prompts for understanding needs

Dealers can use these questions selectively, depending on the situation. They are not a checklist and should not be used all at once.

- “Which areas of your workplace need the most regular cleaning?”
- “Do you have any hygiene standards or audits you need to meet?”
- “Are you using any dispenser systems at the moment?”
- “Do you prefer ready to use products or concentrates?”
- “How often do you typically reorder your cleaning and hygiene products?”

These prompts help dealers understand the customer’s environment without overwhelming them.

Spotting opportunities without pushing

Opportunities often come from simple observations, such as:

- Multiple brands or systems being used across sites
- Frequent reorders of the same items
- Complaints about waste, leakage or inconsistency
- High footfall areas needing more robust solutions

Dealers can use these cues to suggest improvements in a supportive, non salesy way.

Support available when needed

Dealers are not expected to have all the answers. If a customer raises a technical question or a sector specific requirement, support is available through suppliers, catalogues, training materials and experienced colleagues. This ensures dealers can respond confidently without feeling pressured to be experts in every area.

Key takeaway

Effective conversations about cleaning and hygiene do not rely on technical knowledge. They come from understanding the customer's environment, asking simple and relevant questions, and adapting your approach to the person you are speaking with. By keeping conversations natural, listening for clues and recognising different customer priorities, dealers can uncover needs, offer helpful guidance and build trust without ever feeling pushy. This makes cleaning and hygiene a comfortable, confidence building category for both new and experienced sales professionals.