We invited **SC Johnson Professional** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to SC Johnson Professional who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: SC Johnson Professional

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Identify Hygiene Needs

Identifying hygiene needs with existing customers is all about being proactive, observant, and consultative. Resellers who position themselves as hygiene partners, not just product providers, can uncover valuable opportunities.

1: Conduct a Site Audit or Walkthrough

- Observe high-touch areas: Door handles, shared equipment, restrooms, break rooms.
- Check current product usage: Are dispensers full? Are cleaning products visible and accessible?
- Identify gaps: Missing signage, outdated dispensers, lack of sanitizing stations.

2: Review Purchase History - use past orders to spot patterns and gaps

- Low reorder frequency: May indicate underuse or lack of awareness.
- Single-category focus: If they only buy hand soap, they might need surface cleaners or air care.
- Seasonal spikes: Suggest proactive stocking for flu season or UV protection summer period.

3: Ask Targeted Questions, uncover pain points and open the door to tailored recommendations

Engage customers with open-ended, solution-focused questions:

- “How do you currently manage hand hygiene across your site?”
- “Do you have a cleaning protocol for shared spaces or high-traffic areas?”
- “Are you happy with the performance and reliability of your current dispensers?”

4: Offer your end user added value, education & resources

- Share hygiene best practices or industry-specific checklists
- SC Johnson Professional offer free site audits, product trials, and free of charge dispensers that are guaranteed for life. – take advantage of our services!
- SC Johnson Professional have a dedicated training team that will conduct hand hygiene training courses to your end users
- Provide case studies showing how other businesses improved hygiene. – SC Johnson professional can provide you with case studies we have done
- Recommend starter kits or trial programs to test new solutions