



Ask the Experts: Personal Care & Wellbeing

The BOSS Ask the Expert series provides dealers with practical, commercially useful insight into key diversification opportunities across the workplace supplies industry. This edition focuses on **Personal Care & Wellbeing**, helping dealers better understand the breadth of the category, recognise opportunities within their existing customer base and approach customer conversations with greater confidence. The aim is not to turn dealers into category specialists, but to provide clear guidance, useful starting points and an understanding of how supplier and partner support can help them develop sales in this area.

For this edition, we asked the **VOW Facilities Supplies Team**, to answer our questions and share their perspective on **Personal Care & Wellbeing**. Drawing on extensive experience in this area, they provide practical guidance to help dealers identify opportunities, have more informed customer conversations and develop their offering with confidence.

Meet the Expert: VOW Facilities Supplies Team

The VOW Facilities Supplies team (L-R: Donna Brophy, Liam Thompson and Megan Firth) forms part of VOW Wholesale and brings together extensive experience across the workplace supplies, facilities and business supplies sectors. Working closely with customers and suppliers, the team supports businesses at different stages of their Facilities Supplies journey, from identifying initial opportunities to developing established product ranges.

The team's expertise spans Cleaning & Hygiene, Catering, Health & Safety, Packaging, Personal Care and wider Facilities Supplies. This includes category and range development, product selection, sustainable alternatives and understanding changing customer requirements. By combining specialist product knowledge with practical commercial insight, the team helps customers identify gaps, explore new opportunities and build their Facilities Supplies offering with confidence.

Contact VOW Wholesale: hello@vowwholesale.co.uk

Q&A questions

Why should Personal Care & Wellbeing be on a dealer's radar as a growth category?

Personal Care & Wellbeing is a natural extension of the wider workplace supplies opportunity and gives dealers another way to grow existing customer relationships.

Customers are increasingly looking at how they can support their people and create a better workplace



environment, so this is becoming a more important conversation. Products such as washroom essentials, period care, personal care and wellbeing products are everyday requirements, which means there are good opportunities for repeat business and increasing basket value.

For many dealers, the opportunity is already there within their existing customer base. If a customer is buying these products elsewhere, why not look at bringing that spend into the relationship you already have?

It is also a good way to diversify. As some traditional office product categories come under pressure, looking at other areas of regular, repeat demand can help dealers build a stronger and more sustainable business. You don't need to introduce the whole category at once.

Start with what the customer already needs, understand where there are gaps and build from there.

What does Personal Care & Wellbeing mean in a workplace supplies context?

Personal Care & Wellbeing is much broader than just personal care products. It is about the everyday products that help people feel comfortable, supported and looked after in the workplace. This can include washroom and hygiene essentials, hand hygiene, soaps and skincare, tissues, period care and other personal care products, as well as products that support employee wellbeing, dignity and inclusivity.

The good thing for dealers is that many of these products already sit naturally alongside the workplace and facilities products they supply. It doesn't have to be a completely separate conversation.

For example, if a customer is buying washroom products, it is a good opportunity to ask whether they also provide period care. If they are reviewing staff facilities, there may be opportunities around personal care or wellbeing. If sustainability is important to them, there may also be an opportunity to look at alternative products.

Think about it as the everyday essentials that help create a comfortable, inclusive and well-supported workplace.

What would you say to dealers who feel this category is too sensitive, specialist or outside their usual range?

Don't be afraid to ask the question.

You don't need to be a technical expert to start the conversation. Keep it professional, straightforward and focused on what the customer needs.

Start with the basics. Washroom and personal care products are already familiar to dealers and customers, so there is a natural starting point. As you become more comfortable, you can open up conversations around period care, wellbeing, dignity and inclusivity.

And you don't have to know all the answers yourself. **That's where VOW and our suppliers can help.** We have a dedicated Facilities Supplies team with the category knowledge and expertise to support dealers with product selection, recommendations and training. Our supplier partners can also provide product and brand training where required.



Your job is to spot the opportunity and ask the questions. VOW and our suppliers can help you find the right solution.

Where are the most natural starting points for dealers looking to introduce Personal Care & Wellbeing to customers?

Start with the customers you already know well. If you have a good relationship with a customer, it is much easier to have a conversation and understand what they currently buy and where they may have gaps. Look at customers with regular workplace, facilities or washroom requirements. Offices, education, healthcare, hospitality customers, they all have opportunities in this area.

Customer visits are particularly useful. Take a look at the workplace and understand how their facilities are being used. Sometimes you can spot an opportunity simply by seeing what products are currently being provided.

It is also worth looking at who the customer is buying from today. Are they sourcing personal care or washroom products from another supplier? Could they make life easier by consolidating more of their spend with their existing dealer?

Don't try to sell everything at once. Start with one area where you know there is a need, get that right and build the relationship from there.

How can dealers move the conversation away from price alone?

This is all about solution selling. The cheapest product isn't always the lowest-cost solution.

Look at the bigger picture with the customer. This could include product performance, cost in use, reliability, time saved, waste reduction, ease of ordering and the benefit of having more products supplied through one trusted relationship.

For example, a product that performs better or lasts longer could reduce consumption and the amount of time spent replenishing it. Consolidating products through one supplier can also reduce administration and make purchasing easier.

There is also a wider conversation around dignity, inclusivity and employee experience. Providing the right personal care and wellbeing products is about meeting people's needs, not simply buying the cheapest item.

Ask the customer what they are trying to achieve, rather than just what they want to pay.

VOW and our suppliers can then help dealers identify the right products and demonstrate the value of the solution.



How can period care fit into a wider Personal Care & Wellbeing conversation?

Period care is a great example of how a simple product requirement can open up a much wider conversation.

Providing access to period products can support dignity, inclusivity and the employee experience. For organisations, it is about making sure people have access to the essentials they need while they are at work or in an education environment.

For dealers, period care shouldn't be seen as a standalone product. It can sit naturally alongside washroom, hygiene and personal care requirements.

The important thing is not to overcomplicate it. Treat it as an everyday workplace requirement, just like other washroom and personal care essentials. Its become a larger topic over recent months so a simple question about how they currently provide period care in the workplace can be enough to start the conversation.

From there, you can understand how products are currently provided, where they are located, how they are replenished and whether the existing solution works for the customer.

It can then lead into wider conversations around **wellbeing, inclusivity, sustainability and the overall employee experience.**

What kind of supplier support can make it easier for dealers to sell Personal Care & Wellbeing confidently?

Dealers don't have to do it alone. The right support can make a big difference, particularly if this is a category they are less familiar with. VOW can support with product and category training, product selection and advice on the right solutions for different customer requirements. Our suppliers can also provide more detailed training on individual brands and products.

Where there is a good opportunity, joint supplier and dealer visits to the end customer can be really useful. This brings specialist knowledge into the conversation while the dealer continues to own the wider customer relationship.

There are also lots of other ways suppliers can help, including samples, customer-facing materials, case studies, sustainability information and simple product guides.

The key thing is to use the support that is available. **You don't need to become an expert in every product.** Identify the opportunity, understand the customer's need and bring in VOW or the relevant supplier when you need additional knowledge.

What kind of supplier support can make it easier for dealers to sell Personal Care & Wellbeing confidently?

Ask the question!



Choose one customer you already have a good relationship with and ask them what they currently do for washroom, personal care and wellbeing products and who supplies them.

You don't need to know everything before you start. The more questions you ask, the more you will learn, and VOW and our suppliers are there to support you.

Start with something simple. Look at the everyday products they already use and see whether there are opportunities to add to the basket or bring spend back into the relationship.

Diversification is important, particularly as some traditional categories face pressure. Personal Care & Wellbeing gives dealers another opportunity to grow existing accounts, increase basket value and build regular, repeat business.

Don't overcomplicate it. Ask the question, find out what the customer needs and then use the support around you to build the right solution.

*BOSS would like to thank the **VOW Wholesale Facilities team** for contributing to this Ask the Expert resource and sharing their experience and insight. We hope his practical guidance helps dealers approach **Personal Care & Wellbeing** conversations with greater confidence, identify new opportunities within their customer base and take practical steps towards developing the category.*