

As you know, to grow sales you must clearly, succinctly and effectively position your offering, value and demonstrated differences. When selling to large End-Users on why they should buy your Green offering versus what is available from your competitors, how effective are you? If your sales of Green products are growing significantly (double digit) then there is no need to change. If you are not, why continue doing what you are doing (and expect different results)?

I am convinced that if you have the right prospect, now is the time that they should be taking on our line (if given the correct info in a clear, succinct, and focussed manner). If the prospect doesn't get the message, either it was not delivered effectively enough, or they are likely not a good fit and will waste a lot of your time if they in turn decide to take on the line for the wrong reasons. Move on.

Consider using the info from the [End-User Advertisement](#) to get your/our unique positioning message more effectively delivered to new End-Users or to optimize on existing customers not buying certain products from you. It will work! Remember, your prospect must be convinced that with all the alternate green chemical manufacturers that they can choose from, why should they choose you/Enviro? Objections are the prospect's way of telling you that they see no difference in your offering or not enough value.

Take the ad for End-Users – Why Should You Demand Enviro-Solutions? Because Health Comes First. You & Your Customers Deserve Safer, Greener Cleaners. Which other chemical manufacturer can state our facts? None. Then why not use those 5 points to clearly differentiate your/our offering.

- 1) Safer For All People. Users as well as all building occupants and visitors deserve peace-of-mind. Products no longer have to be harmful or toxic to be effective.
- 2) Products That Work. Proven to work as well as – or better than – traditional products. We have many major customers using these products for 6 to 10 to 12 years? Who else can state that they have customers using their green products for over two or three years, or less? If the products did not work or were not priced competitively, would the customers continue to buy?
- 3) One Stop Shopping. Get safer by using all Green products at your facility, not just a few 'token' examples. Our complete program is the broadest line available.

- 4) Solid Track Record/References. Quality products, competitive prices and significant added value have built a strong, loyal roster of long term customers and distributors.

- 5) Go Enviro-Solutions and Go “Complete Green” for Health!

Now I know there are other important points to stress (why you as the local Green expert, why your company, etc.), but these points will be impossible for any of your competitors to say we can do all of them as well. Who else can state the same? No one. Then why not use these key points to differentiate more clearly, succinctly and effectively! Now is the time to turn up the heat on your competitors! Now is the time to get new large End-Users!

Good Luck!