



**Choose Wisely.....  
Proven Good, Green and Clean!**

### **DISINFECTANT SALES TOOL INSTRUCTIONS**

Selling disinfectants can be one of the most rewarding experiences you can have in our business. Part of this is because most distributor sales reps shy away from it. For those willing to accept the challenge, they will find far less competitors and receive far more respect from the buyers. The most important thing to remember is that the buyers and the users of these disinfectants rely on sales reps to bring them information and to help them make wise buying decisions. You can be that person!

Please find attached two documents that can be your most valuable tools when talking with a buyer of disinfectants.

Please print them out and make double-sided copies. That will become your sales worksheet.

Place the sales sheet (“DISINFECTANT COMPARISONS” side up) in front of the customer while keeping contact with it at all times. This demonstrates professionalism. Using your pen, explain that disinfectants have 5 primary variables that need to be considered when choosing the optimum disinfectant(s) to implement in a proper housekeeping program.

1. Disinfectant efficacy (kill claims related to specific organisms).
2. Contact time required for listed pathogens. Remember, ten minutes is the mandatory test to make a disinfectant kill claim. Shorter kill time claims can be made if a manufacturer elects to fund separate research testing, but they are not mandatory.
3. Parts per million of the diluted solution indicates the disinfectant solution’s ability to handle high soil and microorganism loads. This is purely a mathematical formula based on the amount of active agents in the diluted solution.

PPM Formula =  $(XY/128) \times 10,000$ .

X= the % of active disinfectant in the concentrate

Y= the # of ounces per gallon required as per the manufacturer’s instructions on the label.

Example: ES64 has 3.85% active quat and requires 2 ounces per gallon.

$3.85 \times 2 = 7.7$

$7.7 \text{ divided by } 128 = 0.0601$

$0.0601 \times 10,000 = 601 \text{ ppm}$  (Almost twice as much as the minimum needed).

4. Cleaning efficacy is critical. The disinfectant solution must have the ability to clean way dried soils in order to disinfect the surface beneath it. Otherwise the surface may have to be addressed several times, lowering productivity and adding labor and product usage costs.
5. Cost in use is evaluated by the cost of the diluted solution, as well as the amount of solution needed to accomplish the task effectively. The worksheet on the back is an easy way to help buyers understand some of the basic information necessary to make an intelligent buying decision.

**FLIP SHEET OVER TO SHOW WORKSHEET** (keeping contact with the sheet at all times).

**NOTE:** Make sure you have done a little homework beforehand so you know dilution ratios, packaging and approximate pricing so you can insert the relevant information in the worksheet with your customer.

For each product you are analyzing, fill in the case packaging information, the cost per case and the cost per gallon (or litre). Next, fill in the dilution ratio and the yield (in the same volume measurement as used by the containers). Keep in mind that 1:64 means 1 part concentrate and 64 parts water yielding 65 total “parts”.

Now you can calculate the “after-dilution cost or the cost-in-use per gallon/litre”. Make sure all calculations are done using the same volume measurement. Take the cost per gallon/litre of concentrate and divide by the number of “parts” and you will have the “after-dilution cost or the cost-in-use per gallon/litre” of diluted disinfectant solution. **SIMPLE!**

**IN SUMMARY: There is no perfect disinfectant.** All the appropriate factors need to be considered to choose the optimum disinfectant for specific situations and objectives that will meet the critical needs while minimizing costs. In most cases, costs can be lowered by using different disinfectants for different tasks in a facility. That's how you avoid “over-killing” the budget.