

Selling Against Virox, etc.

We have been asked numerous times: How do I compete and sell against Virox or the other latest wave of hydrogen peroxide based disinfectants?

Whether it is in our industry or our residence, they appear to be here for a while. If they remain long-term or become a passing fad ...who knows.

Suggestions:

Focus on, and demonstrate the tradeoffs between –

Protection (people, property and environment)

Performance (and the impact on labor)

Price (per useable gallon or quart to do the job for YOUR customer or prospect, for there particular cleaning – not necessary what is on the label)

Do not question their “Greenness” ...if Green Seal or the Environmental Choice Program has certified them.

Do not question their “Disinfecting Ability” ...if they have been certified by the EPA (Environmental Protection Agency, USA requirements) and /or PCP (Pest Control Products Act) or DIN (Drug Identification Number, Canadian Requirements).

Focus on:

Protection (people, property and the environment):

- If the product is certified by ECP or Green Seal, point out that is what is important. If the product is not Certified...it should not be even considered for use unless the manufacturer can prove through an government registered lab that their product can meet or exceed the criteria of either Green seal or ECP. Sell the benefits of 'Why Certified Green'.
- Do not let your customer or prospect get fooled by some manufacturers that claim their product is safer and points out that unlike other green certified products they do not contain.... For example, one manufacturer that promotes their product that way contains ingredients (not necessary listed on their MSDS but is included in their full ingredient disclosure) that are not found on any reports such as Scorecard, EPA, etc. and they conclude that they are safer. However, they have no proof that the ingredients they use have been proven safer. They use 3 ingredients with no testing data. Remember, there are over 100,000 ingredients in our industry of which only about 750 have been extensively tested for human health impact, and Scorecard, one of the best data bases in our industry, has only about 11000 chemicals in their data base. Having no information on an ingredient, as it was not yet extensively tested, is not the same as having information proving an ingredient is safe.
- Do not let your customer or prospect get fooled by some manufacturers that make claims they have additional certifications and therefore they are safer...not necessarily true.
- Compare the pHs. Some of these products have a pH of close to 1, and some are at 4. Point out the negatives of cleaning property with an acid, especially tiles (grout).
- Lastly, check out Section 2 of the MSDS. If it does not contain ALL the ingredients, suggest that your customer or prospect get that information. Remember, the EPA, DIN/PCP or CFIA (Food Grade) registration process does not necessarily check ingredients for human health and safety or environmental impact, they are verifying kill claims.

Performance (and the impact on labor):

- What specifically is the product being considered or used for? Heavy, light or medium duty cleaning? What are the cleaning frequencies? What are the types and load of soils?
- Most of these types of competitive products are well known for poor detergency. Poor detergency over time negatively impacts appearance or increases labor costs to get the same results. Labor makes up over 80% of every budget dollar in our industry.
- Some of these competitors demonstrate and promote their products with use of a microfiber cloth. Water and a microfiber will clean fairly well, especially with high cleaning frequencies or light soil conditions.
- Set up a cleaning challenge! Do side-by-side cleaning using the same procedures and tools. Be sure to verify the dilution rates used by you and the competing product. Whether it is glass, mirrors, bathroom surfaces, showers and tubs, urinals, bowls, general purpose cleaning, spray and wipe cleaning, degreasing, carpet cleaning, etc., ...you should find that we will out perform these products in the specific cleaning applications, especially if the soil conditions are heavy.
- If the customer want one product to do all, select the best appropriate Enviro-Solutions products to do the type of cleaning for the particular customer. Point out that not only can you too offer a 1 product to do all (most of the daily cleaning), but for the heavier or specialty cleaning, Enviro-Solutions has the products for the job. Does the competing product? What about for stripping finishes or a safer finish? Enviro-Solutions has those solutions as well, does...? Then point out the benefits of single source supply and the benefits of using a single manufacturer.
- If you can set up a cleaning challenge for a test period of a month or two. That is a much better test for actual performance, but more importantly, to get the actual users of the products involved and an opportunity to voice their opinion. If this is the case, you need to ensure you do a proper in-service and follow up with the users periodically as required. If you get a test like this, be sure both you and the competitor get similar soils, soil loads, substrates, the same people testing both products, etc. Remember...heavier soils, less frequent cleaning frequencies, etc. work to your advantage. Also, ensure that similar tools are used...if they use microfibers for the competing product, ensure they use it also with ours. For example, have one crew use our competitor's product for a month, and then that same crew uses our product with the same tools, frequencies, equipment, etc.
- Be sure to include in the discussion regarding performance what YOU and YOUR COMPANY bring to the table. How are you different than the competitor? What value can you bring to the customer in addition to the competitor?

- Microbial efficacy. Unless you are disinfecting Surgical or Operating Rooms in Hospitals, your Enviro-Solutions disinfectants are MORE than capable of disinfecting the majority of facilities. (Infection Control Personnel often choose their favorite disinfectant product ranging from Quats to Chlorines, Iodines, Phenolics, Peroxides or Alcohol. Often, they are set in their ways and will not sway from their proven favorite.) In our industry, it is well known that Quats make up the majority of the sales and have established themselves as the long-term leader since the early 1960's. A few other benefits of Quat based formula is that they have exceptional detergency when used in either hard or soft water conditions. Registered for both detergency and disinfection in up to 400 ppm of water hardness. No matter the water conditions, they work. Also the fact they are registered to work in the presence of contaminated water (up to 5% organic) is another solid peace of mind story for the end user and infection control officer. Enviro-Solutions provides a specific data sheet for microbial efficacy (see the Product Selection area of their web site).
- Indoor Air Quality: Your Enviro-Solutions cleaning products contain our exclusive "Envirocide" true odor eliminator. These are NOT odor masking agents or perfumes that effect indoor air quality, contribute to environmental illnesses and irritate the end users or the occupants of the building. The Enviro-Solutions products are generally well received and pleasant for use throughout most any building or facility. Keep in mind that these products should be used with cool water. Hot water will increase the overall odor throughout the building and could irritate the most sensitive end user. Be sure to promote cool water for best results.
- MISLEADING INFORMATION: The importance of reading the label is critical! It is thought that all hydrogen peroxide products are registered disinfectants, or if they are registered in Canada if they have an EPA number. This is far from the truth. For a disinfectant in Canada, it must have a DIN. Just by having an EPA, this product cannot be used in Canada as a registered disinfectant. Some labels and literature will state that it has sanitizing and disinfectant capabilities, however they have no DIN number. Read the label carefully.

Pricing (per useable gallon or quart to do the job for YOUR customer or prospect for their particular cleaning needs...not what is stated on the label:

- Very carefully ...read the label ...for the different dilution rates.
- Ensure you do the side-by-side cleaning challenge to demonstrate performance and to get the actual dilution rates. Some labels have various dilution rates and you need to ensure the customer or prospect has the actual use costs. Some may have calculated the costs using one dilution rate yet the actual use dilution rate is much higher. For example, some of the competing products have dilution rates from ½ to 1 ounce per gallon for very light duty cleaning (glass or floors through an auto scrubber), 2 to 4 ounces for general cleaning, 6 to 8 ounces for carpet cleaning, 10 to 14 ounces **to undiluted** for heavy duty cleaning or sanitizing. You need to calculate the costs after dilution for the different dilution rates.
- Regardless...we have proven over and over that the Enviro-Solutions products are less expensive when comparing 'apples to apples' under true performance conditions. At times, we are 50%+ less expensive.

Be Prepared and Confident:

These companies and some of their distributors do a great job promoting their products. Usually, it is their only product line and the lifeblood of their existence. You need to build the confidence of the decision-maker that you have the solution that **WILL** clean better, be less expensive to use, and is proven safer for people and the environment. In addition, you have a full product line of 'Green' products to bring safer solutions for all their cleaning requirements including stripping, floor finishes, specialty cleaners (graffiti remover, odor eliminator, heavy duty cleaners, etc.). You also have another major bonus of being able to supply their total sanitation supplies, train their staff, offer trouble shooting ability, etc.

How confident are you?

Have you used the competitive products and the Enviro-Products to truly know how well they clean for various cleaning applications? How they eliminate unpleasant odors? Do you understand the difference between disinfection and sanitizers? Etc.

With what you have with Enviro-Solutions, you should be taking the fight to these 'smoke and mirror' marketing hype products and prove our superiority in overall protection, performance and price; and the increases benefits/value that you and your company can deliver versus the competition.

Where Do You Find the Answers or Help With Building Confidence?

Your Enviro-Solutions Representatives. All you need to do is ask!

