

## **Selling Green Cleaning Products Is Like Riding a Bike**

When a distributor is selling Green cleaning products, rather than drive from customer to customer it might be a good idea to ride a bike. No, I am not suggesting we toss our cars because they use imported oil or may pollute the air. And I'm not saying we need more exercise.

Instead, I am suggesting that selling, especially when selling environmentally preferable cleaning products, is like riding a bike. A bicycle has two wheels, each with a different function. The back wheel, powered by the pedals, drives the bicycle. The front wheel determines the direction the bicycle will go. If either is missing, you cannot ride the bike.

The back wheel is where our product knowledge is located. That wheel has to be strong and sturdy, with extensive knowledge of Green cleaning products, so that it can handle any bumps—such as customer questions and problems regarding Green cleaning products—that might come its way.

The front wheel represents selling methods. To sell anything, we need to have a good overall understanding of sales techniques, especially what works best when marketing Green cleaning products.

Environmentally preferable cleaning products may require more time and a bit more patience to sell than other products marketed by jansan distributors. This is because many customers simply do not know why one product is Green and another not or whether the products will work effectively in their facilities.

Additionally, our customers are all also consumers. They shop at stores where some residential-use, environmentally friendly products are still priced considerably higher than conventional products. It's easy to see how they would just assume Green commercial cleaning products are also priced higher.

To overcome these obstacles, let's return to our analogy. The back wheel, our knowledge base, requires that the jansan distributor know as much as possible about Green cleaning products. They need to become the local Green experts. Fortunately, many of the trade

magazines in our industry as well as this Web site have provided scores of informative, well-written articles on the subject. In addition, the suppliers or manufacturers of the environmentally preferable cleaning products you handle should be storehouses of credible information about their products, including all third-party testing, evaluation, and certifications.

The front wheel is more up to you. The jansan distributor must take this knowledge, listen to the customer, and then show the client or prospect how Green cleaning products can address their cleaning needs and challenges. The direction you lead your bicycle will determine your success and with sturdy front and back wheels, your bicycle can go anywhere you desire.