

***Passion* Makes the Difference**

By Mike Sawchuk

A recent edition of *The New York Times* included an interesting article about two women upset about the way real estate was bought and sold in their hometown of Madison, WI.

Evidently, one of the women had been trying to sell her home, but found that the local real estate agents were steering potential buyers away from it to show their own listings.

As a result, she and a partner decided to build a Web site to help buyers and sellers purchase or sell real estate by themselves, without the services of an agent.

Sellers pay a flat fee of \$150 to list a property, considerably less than the thousands an agent might charge to sell the property. The Web site began with just a few listings in 1998; by 2005, it had more than 2,000 listings earning the entrepreneurs more than \$300,000 in sales.

When one of the women was asked why the business was so successful, she said it was because they had a true *passion* for what they were doing.

Believing in Green

There is a very close thread between these hard-working entrepreneurs and JanSan distributors who are very successfully selling Green.

It all comes down to having a *passion* for Green and Green cleaning, and believing in its importance to customers, the health of those customers and the industry in general.

Having extensive knowledge of what Green cleaning entails is absolutely essential to this passion – Green cleaning is far more than just learning about chemicals and how they work. It involves distributors knowing and believing they are contributing to the health and welfare of their clients.

These distributors are turning their attention away from themselves, their products and the lure of commissions, and instead focusing on the positive contribution to human health and the environment– which just happens to be where the sales are.

The distributors I have encountered that have had relatively little success selling environmentally preferable cleaning products often treat them as a commodity – just another product in their line.

These individuals do not have a clear understanding of how Green cleaning works, the benefits of cleaning in this manner, and how and where to promote its value to their clients.

However, those distributors who have been successful working with Green cleaning products – such as ATRA Janitorial Supply in Pompton Plains, NJ, and Larose of Montreal Quebec – have seen a marked difference in both their customers' happiness as well as their own bottom line.

Why the difference in success? Well, these individuals took the necessary time to learn about this cleaning process and its many benefits – and they have shared this knowledge with their customers.

They have been successful because, just like the real estate entrepreneurs who had a *passion* for selling their homes, they have a strong *passion* for Green cleaning.

These distributors know that using environmentally preferable products contributes to the welfare of their clients, the cleaning industry itself, and the planet as a whole.

Mike Sawchuk is vice president and general manager of Enviro-Solutions, a leading manufacturer of Green Cleaning chemicals and supplies.

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