

I've Got Good News

By Mike Sawchuk

A number of years ago, a friend of mine sold real estate in California. At the time, interest rates were very high, the economy was sluggish, and because of this, most real estate agents were barely getting by.

However, during this difficult period, a new agent who had just gotten his real estate license was brought into the office. To everyone's surprise, each month his sales got better and better. In fact, within a few months, he was doing better – and making more money – than seasoned agents who had been selling real estate for years.

How could this happen? How could someone so inexperienced be doing so well?

The new agent knew interest rates were high and the economy was in the doldrums. But while the other agents dwelled on these difficulties, things they had no control over, he saw opportunities; he was positive about real estate. He was convinced that no matter what was happening in the market now, long-term real estate would be a good investment. He focussed on the things that he had control over.

As a result, his demeanor and attitude were always positive, so much so that it was contagious. His clients, both home buyers and sellers, felt encouraged and decided not to let the problems of the real estate world affect their own transactions.

Selling Green Is Good News

You might be wondering how this applies to selling Green cleaning products. The answer is: a lot.

As we have discussed in this column before, some jansan distributors are doing very well, increasing both sales and market share, selling environmentally preferable cleaning products while others are not. Working with distributors all over North America, I have come to the conclusion that one of the reasons for this is their attitude toward Green cleaning products, and the benefits of the products for the end customer.

Also, this lack of enthusiasm is apparently more widespread than many of us realized. A poll taken by this publication about a year ago found that 75 percent of the distributors polled indicated they were just “dealing with” Green cleaning and environmentally preferable cleaning products. Only 13 percent said they were “enthusiastic” about the transfer to environmentally preferable cleaning products and Green cleaning.

To succeed selling Green, it is important to convey your enthusiasm about Green cleaning products and let customers know that going-Green is good news. And it is in so many ways.

Now that certified-Green cleaning products are cost competitive and as good – if not better – than comparable cleaning products, there are so many positive attributes to discuss with customers and prospects.

For instance, some studies have found that when using Green cleaning products:

- School attendance goes up
- Worker productivity improves
- Workers’ Compensation claims decline
- Cleaning professionals feel more enthusiastic about their work, which often translates into improved building appearance
- Building owners find it easier to attract and retain office tenants
- Colleges and universities find marketing their “Greenness” attracts more parents and students to their schools
- Hotels find corporate clients now prefer to stay in Green hotels, increasing occupancy rates.

The best way to get enthusiastic about selling Green cleaning products is by gathering case studies, articles, and Web site links pointing out these and other benefits. Then, study the facts so that you are well versed on how they have helped others. Become the ‘local expert’ on Green. Know more than your customers and prospects, as well as your competitors.

Next, take these studies and review them enthusiastically with your clients. The studies and information will help you broadcast the good news about Green cleaning products, and just like our real estate friend, can lead to increased sales, market share and profits.

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