

## The Green Pygmalion Effect

It's interesting how Green cleaning has evolved in the United States over the past five to ten years. What has happened is that Green cleaning first became popular on the west and east coasts and has slowly been making its way to the Mississippi.

Some distributors on the outer edges of the country may have had a much easier time convincing their customers of the benefits of Green cleaning products. In fact, in cities such as Santa Monica, California, as well as states in New England such as Vermont and Massachusetts, the use of environmentally preferable cleaning products in schools and/or government facilities was actually preferred or mandated several years ago. This has helped start the Green momentum in these areas of the country.

However, some jansan distributors in the Midwest have found converting clients to Green cleaning products has not been an easy tow. It seems that some of these distributors have become discouraged and believe that all the industry hype about Green cleaning is just that—hype.

Although the use of environmentally preferable cleaning products will likely sweep the Midwest in the next few years, we have to grapple with the difficulties these distributors are having right now. And one of the best ways to turn things around starts at the top, with the owner of the distributorship. It's called the Pygmalion Effect and the example below shows how it works.

Studies have found that when teachers believe their students are not capable of doing well, they do not do well. But the same studies have found that when teachers sincerely believe their students are the top class in the school and treat them as such, even though the students have been randomly selected, they prove to be high performers and meet the teachers' expectations.

Similarly, owners and sales manager of distributorships must truly believe that their salespeople can sell Green cleaning products, no matter what difficulties they may be having right now. This is not just a mental exercise with lots of pep talks. Positive expectations by

distributorship owners and managers make people want to rise to the occasion.

Additionally, once the sales come in, the whole process starts to feed on itself, as I have seen repeatedly working with distributors around the country. As distributors do get more and more Green sales, and start winning at selling Green, they have greater confidence in themselves, the products, and the value of marketing cleaning products that are not only effective but environmentally responsible as well. Additionally, they begin seeing themselves as the local "Green" experts.