

August 2008

To All PowerBoss Dealers:

In the second installment of the Power of Clean e-Newsletter, we continue our discussion about selling value as a way to combat price cutting and maintain healthy margins.



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### The Value vs. Price Debate...

What if a prospective customer objects to your price for a cleaning chemical with a statement like “I can buy a drum of XYZ product for \$50 less than your product?”



*Do you respond by...*

- A** Lowering the price to meet or beat the competitor
- B** Showing that in dilution, the competitive product is really not less expensive.
- C** Telling them that PowerBoss Chemicals are part of a system recommended for use with PowerBoss Scrubbers.
- D** Telling them that you do not know why the product is more expensive because all cleaning products are exactly alike.

If you select **A** and/or **D**, you and/or your customer are concentrating on the price per container as the key factor in the purchasing decision. You are basically selling a commodity like a barrel of oil or bushel of corn. Everyone has access and price is determined by supply and demand. This means even if you win the business, sooner or later, your competition will come in lower and you may be out.



By selecting **B** and/or **C**, you understand that the customer needs to understand the true value of the product.

Remember this: **Ready to Use Cost (RTU)** is the “Cost of the Solution in Dilution”. It is the cost when the chemical is diluted into the solution tank of the scrubber that determines the cost to clean. **Check out the attached spreadsheet** to determine RTU costs for you automatically. Follow the simple instructions to determine the “Cost of the Solution in Dilution”.

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If you are a PowerBoss Distributor, selling PowerBoss Chemicals makes sense, right?

Top Ten Reasons for Selling PowerBoss Chemicals:

1. More sales per \$\$ customer
2. Regular repeat orders
3. A reason to see your customers
4. Build on established relationships
5. Systems Selling Opportunities
6. Not a capitol budget item
7. Great tie in for rentals
8. Easy add on to a sale
9. Shorter sales process
10. Opportunity to solve problems



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