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HOW TO SELL FABRIC PROTECTION

THE FABRICOVER® ADVANTAGE

What is the Steam Way Fabricover® Advantage? Many of our customers are selling Fabric Protection on 60-80% of their cleaning jobs. It's quite simple, but it's only available from your Steam Way Distributor. The Steam Way Fabricover® Advantage is a four part program designed to help you succeed.

- 1) First, it's finding the right supplier. Not just one that carries and sells fabric protectors but one that stands behind you and is knowledgeable about how to sell them.
- 2) Second, it's having a proper sales training program. One that will teach and instruct you and your technicians how to sell the Fabricover® Fabric Protection Line in a simple, but successful manner.
- 3) Third, it's the Steam Way Exclusive Fabricover® Sales Program; a program which will allow you to sell fabric protection systems on up to 80% of your residential cleaning jobs.
- 4) Fourth, it's having a complete line of fabric protection products to sell that combines the technology of Steam Way with the name recognition of the two leading fabric protection manufacturers in the world - 3M® and Du Pont.

ADVANTAGE #1 - THE RIGHT SUPPLIER

There are a lot of companies that sell fabric protectors. Why should you buy the FabriCover® line of products from Steam Way? A wise man once said that "the value of information increases with the credibility and track record of its source." Steam Way has long been the leader in the development of not only fabric protection technology, but also in its applicability to the professional carpet cleaner. Steam Way was the leading supplier of the innovative MasterSeries™ Carpet Protection Program. Testing technology developed by Steam Way in the initial stages of product development has now become the standard for testing fabric protection product performance. Over 60 different types of carpeting are used to determine protection effectiveness. All types of fiber and fabric styles, colors, types, manufacturers etc. are used to see if the products really work. The professional cleaner has long been confused about the differences in types of fabric protectors. Now, he/she no longer has to be. The Steam Way Fabricover® line of protectors defines for the cleaner, and more importantly, the consumer exactly how each product works. But Steam Way's commitment doesn't stop there. We have developed sales programs and promotional materials designed to help the hurried professional to sell the Fabricover line.

How important is the Steam Way name and reputation in selling the Fabricover product line? Too often, the cleaner has depended too heavily upon the name and advertising program of a company like 3M® or Du Pont to sell a fabric protector for them. Some cleaners have figured that with a massive advertising campaign, one of these companies could make it very simple to sell their product line. An intelligent business person realizes that not only has this not happened to this point, the economics don't support it ever happening. One leading advertising agency has estimated that it takes a 200 million dollar advertising program to create consumer name awareness for a product to the point where it is easily recognized. That would mean that a company such as 3M or Du Pont would have to sell over 5,000,000 gallons of fabric protector at a retail price of \$40/gallon just to pay for the advertising program. That means every carpet cleaning company in the United States would have to sell 142 gallons of fabric protector a year just to pay for the advertising program. That simply isn't going to happen. What national companies such as Du Pont and 3M do provide is name recognition and credibility. But that alone won't sell the product

for you. There won't be an advertising campaign that will make your fabric protection sales for you. If you want to increase your business thousands of dollars a year through fabric protection sales, as all the advertisements promise, **you're** going to have to make a commitment to sell them. What Steam Way has done is make it easier for you to make that commitment. We have provided for you with the Fabriccover® line, the availability and credibility of both major fabric protection producer names - Du Pont and 3M®. Steam Way was the first company to ever do this. We have made the Fabriccover® line of products to be part of your companies whole package sales approach - it gives your customers easy options to choose from.

Steam Way also developed the industries largest and most effective referral system. The Steam Way Referral Network gives any interested party an instant connection to a cleaner that has Fabriccover® protection products available. Steam Way sells this network to fiber producers, carpet mills, and carpet retailers alike. Does any other supplier do this?

Steam Way and its distributors are committed to providing you with superior service of the Fabriccover® product line. Products are in stock and ready to ship. We stand ready to answer your technical or sales questions. We'll be here to serve your needs. Can you say that about other suppliers?

ADVANTAGE # 2 - THE RIGHT SALES TRAINING PROGRAM FOR YOU AND YOUR TECHNICIANS

HOW DO I SELL THE FABRICCOVER® PRODUCT LINE?

A. THE PROCESS OF SELLING

The process of selling is very simple. You have a product or service that a consumer needs (FABRIC PROTECTION) and you want to exchange it for what they have...money. The only thing that stands in your way of making the exchange is qualifying the value of your product in the eyes of your customer so they feel good about the purchase. Products or services that can be demonstrated, illustrated or evaluated as being a wise purchase will be the easiest to sell. This is the case with the Fabriccover® Product Line..

There are, however, some sales rules that need to be observed:

1. LET PEOPLE KNOW THAT YOU ARE AN AUTHORIZED APPLICATOR OF FABRICCOVER®
 - a. Show them your qualifications
 1. Arm patch, decal, etc.
 - b. Emphasize that this is a professionally applied product and can only be done by professional cleaners
2. LET THEM KNOW WHAT EACH FABRICCOVER® PRODUCT IS AND DOES!
 - a. Be positive about the superior results
 - b. Use the four color sales brochure to easily explain the differences and to let them know you have whatever product they need.
3. EXPLAIN THE BENEFITS OF EACH FABRICCOVER® PRODUCT!
 - a. What is water and oil based stain resistance and repellency?
 - b. What is soil resistance?
 - c. What role does the consumer play in making each product perform its function?
 - d. What if they want performance similar to that of a stain resistant carpet like Stainmaster®?
4. BE WILLING TO DEMONSTRATE OR PROVE WHAT YOU *JUST* PROMISED
 - a. Use your sales kits to help you demonstrate the products.
5. SHOW THEM HOW DU PONT AND 3M ARE PART OF THE FABRICCOVER® PRODUCT LINE!
 - a. Let them read the support material
 - b. Tell them that you stand behind the professional application.
6. CLOSE THE SALE
 - a. You cannot get business unless you **ask for the order**.
 - b. Some closing phrases you can use:
 - “ If we could give you every kind of protection for your home that is available, would you be interested in having it done by our technician?”
 - “Which program do you feel best meets your needs?”
 - “What rooms do you feel need the most protection?”
7. OVERCOME OBJECTIONS
 - a. About the only thing left is what would keep you from making the sale: objections. The very design of the

Fabricover® program will help you eliminate most objections. The most common objection is price:

“ I CAN'T AFFORD IT”

(answer) Many people don't realize that their carpet is the third largest investment of their life. That investment becomes even more wise when there are ways to make it look better and last longer. Don't you agree? (answer) First of all, let me ask you if you see the value of FABRICOVER® Fabric Protection. (AFTER YES) Perhaps, it would be more reasonable for you if we just applied it to the major areas of concern, like the family room and traffic lanes.

8. SOME PRACTICAL THOUGHTS ON SELLING FABRIC PROTECTION

- a. First, never — never try to sell something you don't believe in. It will be apparent to the person you are selling to and you won't sell it. Also, don't sell something you don't think the customer needs, refrigerators to Eskimos is a good example. Even if you don't sell it, you won't feel very good about yourself.
- b. Don't expect the customer to ask you to provide fabric protection. Many cleaners thought that national ads when they hit would result in hundreds of customers calling you to come out and put down MASTERSERIES. They thought all you had to do was sit by the phone. That was incorrect. Advertising can help you sell, but you must sell the product when you are in the customer's home.
- c. Never assume the customer can't afford it. You will often be wrong. Let the customer decide if they want it, if they can afford it and don't assume the customer won't buy again, let her make the decision. Only she knows if it is important to her.

9. FUNDAMENTAL STEPS IN SELLING FABRICOVER®

If you follow these simple steps, you will be surprised how easy it is to sell.

1. First, lay the ground work
 - a. Get the FABRICOVER® SALES PROGRAM literature in the hands of the customer so they can look it over before you talk to them.
 - b. Do your inspection and measure the rooms you plan to clean so you can estimate the cost of protection for each program. Make a record of the square feet by room.
 - c. Inspect the carpet, take several tufts of carpet for testing and the three minute sales demonstration.
2. Second, carefully explain the benefits and how the service will solve a customer problem.
 - a. Make sure the customer understands what each product will do, i.e., protect against food and beverage stains and protect against dirt. **Be careful not to oversell the features of each product.**
 - b. You may want to go over the FABRICOVER® sales brochure, point to point.
 - c. Show them the recommendation chart in your sales brochure.
3. Try to put yourself in the customers shoes and determine which rooms need protection. Check off those rooms on the estimating sheet. Make a recommendation to the customer based on what you believe. Ask the customer if she agrees or would like to make other changes.
4. Very important. **Never ask the a yes or no question.** Such questions beg a no answer. Instead, ask if she will be paying by check or credit card, or ask if she agrees with your recommendation or would like to make changes.
5. Always, repeat, always assume the customer will buy.
6. If the customer decides not to buy, be polite and say thank you for taking the time to hear what you had to say. Pressure selling which is distasteful begins after the customer says no. If you want to build good customer relations, don't pressure.
7. If the customer has bought, reinforce her decision. How many times have you had a customer say to you after you had just cleaned her carpeting how wonderful it looks, and how she "wishes it could look this good all the time." By having the carpet protected she is helping it to look cleaner longer and protect against unsightly stains which can ruin the appearance of her carpet. If she has added soil resistant protection, she has extended the life of the carpet.
8. Say "thanks", tell her you appreciate her business.

ADVANTAGE # 3 - STEAM WAY EXCLUSIVE FABRICOVER® SALES PROGRAM

CHOICES. That's what you always want to leave your customer with. In the sales presentation, the key is to never paint yourself into a corner. Leave your potential customer with choices. So it goes with selling FABRIC PROTECTION. How do you present

the customers with choices? The most simplistic view of choices is to go to your local McDonalds®. Look at the hamburgers. They have a small, regular and large. The regular hamburger, the Quarter Pounder, and the Big Mac®. Look at their choices in French Fries. Small, regular and large. Finally, look at their soft drinks, small, regular and large. Choices. But there is more to this marketing approach than choices. It's dealing with the human psyche. Do you know what the average consumer decision is in almost any market when given the choice of small, regular and large? According to recent marketing survey statistics, less than 10% choose small. Fifty to sixty percent choose regular, and thirty to forty percent choose large. Now what does all of this have to do with your cleaning company and more specifically, what does it have to do with selling FABRICOVER®?

Quite simply, when it comes to residential carpet cleaning, you need to present your customer with choices. The concept is called package selling. Many cleaners have instituted this in selling carpet cleaning. Simply present a choice of three packages. Package A, Package B, Package C. Good, better, best. Basic, Advanced, Deluxe. Whatever terminology you want to use is fine.

You sell carpet cleaning in packages. Now Steam Way has given you a way to sell fabric protection in packages. With all of the different types of fabric protectors on the market these days, it's not easy for a consumer to understand how each works and what each product's advantages are. What's worse, most cleaners don't fully understand how each product works and what each product's advantages are. That is where the EXCLUSIVE FABRICOVER® sales program comes in. This beautiful 4 color brochure does the hard work for you. If they are familiar with a national brand of products, you have both available - 3M and Du Pont. If they are confused about the differences in fluorochemicals and solvent copolymer protectors, the brochure explains how they work, and you have them both available. If they wonder whether their delicate and natural fabrics can be protected, the brochure explains how it works and you have it available. If they want their carpet to have the same kind of protection as a stain resistant carpet, the brochure explains what that means and you have it available. You already have to invest in several different products. Why not let those products help sell themselves?

If you will use the FABRICOVER® SALES BROCHURE, half of the work is done for you. All you have to do is make a no pressure recommendation, ask for the order of what product they want and you're done. You really can add \$25,000 to your bottom line, but you're not having to high pressure sell just one product to do it. You will find it to be your most successful means of selling .

ADVANTAGE # 4 - A COMPLETE LINE OF TECHNOLOGICALLY ADVANCED PRODUCTS

With Steam Way and the Fabricover® Product line, you have the most advanced line of products available. There is no need for worrying about whether the carpet is stain resistant, both FabriCover® Plus and FabriCover® Gold are safe. There is no need for two oversprays for dye-blocking technology, FABRICOVER GOLD® is effective and safe on stain resistant and non-stain resistant carpet. You have a product for delicate and natural fabrics - FABRICOVER II®. You have an economical stain repellent - FABRICOVER®. You have next generation fluoroprotector protection from the most well known name in Fabric protection, 3M - FABRICOVER PLUS®. All FABRICOVER® Fabric protectors represent the latest in technology, safety, and compatibility.