

# SELLING ACTIVE FORCE MP<sup>®</sup>

## *WHERE TO SELL THIS PRODUCT?*

Any industrial applications where tough dirt, grease and grime, ink or other embedded dirt or stubborn soil is present.

## *WHO USES THIS PRODUCT?*

All workers with dirty hands. Automotive grease and grime, dirty manufacturing sites, machine shops, metal working and foundries.

## *HOW DOES IT WORK?*

MP contains only the highest quality ingredients, designed in combination to quickly and completely remove stubborn soil with only one washing.

It is a combination of detergent blend, ALL NATURAL OLIVE CORE SCRUBBERS and conditioners that remove the dirt without damaging the skin. It is solvent free and ph balanced to the skin so that skin irritation is never created due to using this product. **IT CONTAINS NO PLASTIC MICRO BEADS**

Most people comment that their hands are cleaner and more conditioned than ever before!

## *CAN IT REPLACE COMPETITIVE PRODUCTS?*

It is unique in that it can reduce SKU's by replacing multiple competitive products.

DEB/Stoko<sup>®</sup>: Replaces All Kresto<sup>®</sup>, Kresto Select<sup>®</sup>, and Solopol<sup>®</sup>,.

GOJO®: Replaces Eco Soy™, Multi Green®, Original Formula™, Lemon Pumice, Lemon Hand Cleaner, Crème Hand Cleaner, Natural Orange™ Pumice, and Natural Orange™ Smooth, Supro Max®, and Cherry Gel.

Deb®: Replaces Gritty Foam™, Heritage®, SBS® 21, 30, 63, Lime, Orange and Swarfega®.

Kimberly Clark®: Replaces Naturally Tuff® Orange, Super Duty Cleanser with Grit.

Zep®: Replaces Reach, Reach 2, Shell Shock, Cherry Bomb, Cherry Punch, Double Play, Work Day, and Soy Punch.

### *IS IT ECONOMICAL?*

Active Force MP™ is up to 30% lower in cost than the market leader's products, and can save as much as 40% vs. the other competitors. Peter Greven® is the low cost producer of high quality products, plus we offer very effective dispensing systems.

The combination of low price and dispenser efficiency results in savings of 50% and more. For example, our 2,000ml bottle gives 1,000 hand washings. Some of the leading competitors only give 666 hand washings. This factor alone brings substantial savings.

Many competitive products require more than one washing to remove all soil and dirt. MP works the first time and saves even more by eliminating the need for multiple washings. Often, MP will outlast competitive products by as much as 2-to-1!

### *IS IT HIGH QUALITY?*

This product is our highest quality hand cleaner and outperforms competitive products in every case. Active Force MP is unsurpassed in quality and performance!

### *IS IT "GREEN"?*

MP is 95% biodegradable and considered "harmless to human" skin by independent test lab. **MP CONTAINS NO PLASTIC MICRO BEADS.**

### *WHAT IS THE BEST WAY TO PRESENT IT?*

Use the Peter Greven "**5 Steps to Success**" selling method.

#### Presentation

- Show the product and literature
- Explain the Key Points of Difference

#### Demonstration

- Wash some hands!
- Pick the dirtiest guy in the place.

#### Installation

- Hang a "Trial Installation Demo"
- Put up a dispenser

#### Confirmation

- Use the "Trial Survey" to track acceptance

**Close The Sale!!!**