

# BIOMATIC SALES PITCH

**To be successful you need to learn this off by heart.**

How would you like to have a washing powder that cleans your washing machine while it washes your clothes; and saves 50% on washing powder bill every month?

Let me show you how. With BIOMatic Ultra you only use these two tiny scoops for 5 kilograms of washing; compared to a cup of normal washing powder.

(Note: Now show them the size of the cup, using your fingers)

## **Sales pitch for – 1.5 KG Box BIOMatic - 60 washes**

- ❖ This Box of 1,5 KG gives you up to 60 washes which is four times more. You normally only get 10 washes per KG with regular washing powder. So this Box is equal to six kilos of your regular washing powder.
  - (Note: show them the scoop and the washing powder box while talking to them and point out each point on the box as you speak to them, use the box and your focal point)
- ❖ What washing powder do you normally use?
  - They say, "X Brand" then you say,
- ❖ Wonderful, This box of BioMatic is equal to 6 Kilos of "X Brand" which will normally cost you about R175 for six kilos which will give you about 60 washes. BIOMatic is only R83 for 60 washes; this saves you over 50% every month. Isn't that wonderful.

## **Sales pitch for – 1 KG Foil pack BIOMatic - 40 washes**

- ❖ This Box of 1 KG gives you up to 40 washes which is four times more. You normally only get 10 washes per KG with regular washing powder. So this Box is equal to four kilos of your regular washing powder.
  - (Note: show them the scoop and the washing powder while talking to them and point out each pint on the box as you speak to them, use the box and your focal point)
- ❖ What washing powder do you use?
  - They say, "X Brand" then you say,
- ❖ Wonderful, BioMatic is equal to 6 Kilos of "X Brand" which will normally cost you about R130 for four kilos which gives you 40 washes. BIOMatic is only R59.00 for 40 washes; this saves you over 50% every month.

**Continue your sales pitch here .....**

- ❖ **Another major benefit is that BIOMatic cleans your washing machine while you wash.**

- ❖ Did you know that most washing powders do not dissolve in water. If you do a "SCUM" test, in a glass of water and place six teaspoons of your detergent and stir for as long as you can even up to eight hours, then leave for an hour. You will notice a thick scum on the top and bottom of the glass.
- ❖ This scum is like "cholesterol" in your machine – It mixes together with the dirt and fabric softener and clogs the outer drum and pipes of your washing machine and also builds up in your clothes forming white marks have you noticed this? Also making your whites go grey over time. This is similar to cholesterol in your arteries. This can result in white or black grease like marks randomly appearing on your clothes. You might have noticed this. Why take this chance with your washing machine that costs you thousands.
  - Note: show them the scum card picture of the normal washing powder.
- ❖ The question for you, is why doesn't your washing powder dissolve in water and what happens to all this undissolved scum? You are paying for the scum also called filler that goes down the drain. Whatever does dissolve cannot clean.
- ❖ BIOMatic solves this problem as it you see here how it dissolves mostly in water.
- ❖ Over time the scum in your washing powder clogs your machine, we took a washing machine apart after using a normal power for a number of hours. ( now flip the scum card over) this is what we found all the scum built up inside the outer drum, this is the drum you do not see. You normally only see the inside drum of your washing machine.
- ❖ We then did a boil out using BIOMatic and we put a sock on the outlet pipe. See all the scum that came out of this machine. (point to the pic on the scum card)
- ❖ Take a look here I did the test at home and look what I found – just feel it? This becomes dirty and sticky when it mixes with the softener and the dirt. Note: make sure you always have a container or lumpy scum to show customers)
- ❖ BIOMatic cleans the scum from your drum while it washes your clothes ensuring a **cleaner machine for a cleaner wash.**
- ❖ Your washing machine is very expensive to replace, therefore it is wise to always use a detergent that takes care of your machine and your clothes.
- ❖ Early Bird services who services thousands of washing machines recommends BIOMatic for all makes of front and top loader washing machines because it cleans your machine.
- ❖ (Note: For hand washing customers continue from here and show them the scum card and the scum)
- ❖ You will notice that they use fillers in many products – chickens are filled with water, tinned tomatoes filled with water, sausages filled fat and other rubbish. ( Note: give them examples) You are paying per kg and much of what you are buying is waste material or water.

- ❖ So when you buy washing powder how much of that 2 kg's are you throwing down the drain in the form of scum? We have noticed that about 30% of the washing powder is actually wasted as it does not dissolve, which just is your money going down the drain.

### **There is more.. BIOMatic cares for your clothes**

- ❖ BIOMatic works in both hot and cold water
- ❖ BIOMatic is also excellent on heavy stains like ink, koki pen, beetroot, wine, fat, grease, oil, mud, grass and food and is great for overnight soaking.
- ❖ Yet it is still soft on your clothes as it doesn't contain any harmful bleaches that cause fabric damage to your clothes.
- ❖ For extra heavy stains, take BIOMatic powder and make a wet paste with some water and rub directly on the stain. Then place it in a solution of BIOMatic and allow it to soak overnight or place it in the washing machine after an hour or so.
- ❖ BIOMatic contains multiple enzymes that clean your clothes gently without using bleach.
- ❖ BIOMatic keeps your whites white as it doesn't contain the scum that builds up in your normal washing powders.
- ❖ BIOMatic is good for your colours as it has a special brightener for colours.
- ❖ BIOMatic is also fantastic for soaking as the BIO enzymes go to work to clean the stains without damaging your clothes
- ❖ BIOMatic is also gentle on clothes as it doesn't contain any harmful bleach that can damage your clothes.

### **I have even more exciting news for you**

- ❖ Ethical Living Magazine SA which investigates companies and products on their overall ethics.
  - Note: Make sure that you show them the front side of the Ethical Living card at this stage and hold it up so they can see while you are talking.
- ❖ Ethical Living Magazine gives vital information on ethical living, from the most eco-friendly products to the latest news on human rights, animal rights and good living etc
- ❖ Ethical Living Magazine took the 14 major detergents in South Africa and rated them.
  - Note: now flip the card over and point to the left side of card where all the products are listed on the table
- ❖ There are 17 categories which they rated South African washing powders
  - Note: now point to the table at the top of the card which indicates the areas they have measured the products in. you can mention some of these areas as you point it out on the card.
- ❖ They rated each product out a total of 20 points as you can see here. When you look at this chart below you can see the

products and companies with the rating out of 20 on the left side column over here and the companies names on the right side.

- Now show them the column on the left with the ratings out of 20.
- ❖ See for yourself which washing powder scored highest overall rating in South Africa across all 17 categories?
  - Note: now let them read the card and discover it for themselves
- ❖ That's right BIOMatic has received the top rating in the washing powder category in South Africa.
- ❖ With the lowest rating at the bottom. The red squares that you see is the lowest rating for that area measured for example....note: now point out an example on the card. The red circle is the middle rating and the tick means the highest rating. See over here that BIOMatic got ticks in all 17 areas isn't that great.
- ❖ Where does your product and company rate out of twenty and which areas does your product fail ethically?
- ❖ Makes you think doesn't it?
- ❖ Choose the ethical choice ...

### **How many boxes would you like?**

#### **and even more .... BIOMatic does your hand washing for you**

- ❖ Or they say that they don't have washing machine ....
- ❖ Wonderful... BIOMatic is a New generation detergent that does your washing, while you rest.
- ❖ There are two ways you can use BIOMatic.
  - The quick wash method
  - The overnight washing method
- ❖ **Quick wash Method** – Dissolve 2 scoops of BIOMatic in a large bucket or wash basin. Make sure BIOMatic is dissolved first. Now merely dip the clothes in the water and make sure they are soaking wet.
  - Take them out immediately and lay them on a clean surface or floor and take the next pile and do the same until you water is finished or washing has all been wet.
  - Now let your washing rest in the BIOMatic while it does the work for you.
  - You can come back in two to three hours and rinse in clean water and the clothes will be sparkling clean.
  - Just hang it out to dry.
- ❖ **The overnight washing Method** – (Note ideal for bachelors and single people) Just dissolve two scoops of BIOMatic in 30 litres of cold water in your washing tub or bath, then add your clothes; let them soak overnight. Now let BIOMatic do the dirty work, while you sleep.

- **BIOMatic contains BIO enzymes that removes ingrained dirt, with no effort.** The next morning the clothes will be clean and the water dirty. Amazing! Now just rinse and hang it out to dry.
- ❖ **The fabric damage demonstration**
  - Let me show you something very powerful. If I take this scoop (or piece of wire) and bend it like this.
    - *(Note: show them how you do this on a plastic scoop or even better give them a piece of wire to do it themselves) Look them in the eyes and say,*
  - *If I keep bending this over and over like this what will happen to it?*
    - *(Note: allow them to think and answer the question )*
  - *They will say, "it will break"*
  - *You say, "that's correct, that is exactly what happens with your expensive clothes when you wash them by hand. You have been taught that foam is good and rubbing and scrubbing is good.*
  - *Just think of all the damage you are doing to you clothes each time you wash them with old generation washing powders.*
    - *Note: now show them on your shirt how you rub it let them hear the rubbing, see the penny drop in their minds)*
  - So when you want to break a piece of wire, you will bend it over and over, like this.
  - When you want to damage and break your clothes then wash them by hand, rubbing and scrubbing them with the OLD **high foam** washing powders;
  - You will dame your delicate fibres and cause major fabric damage, tearing, colours will fade, causing your t-shirts to lose shape.
  - When you use BIOMatic is saves your clothes all the damage and saves you time and effort, as you don't have to bend over and slave over your clothes, hurting your back and hands while doing your washing the old way.
  - When you use BIOMatic your clothes will even last longer and keep their original colours for longer.
- ❖ **Leave the old generation washing powders with foam and the rubbing & scrubbing behind.** Allow New Generation BIOMatic to gently clean your clothes while you rest; saving your time, saving your clothes and saving your money.
- ❖ BIOMatic works in both hot and cold water
- ❖ BIOMatic is also excellent on heavy stains like ink, koki pen, beetroot, wine, fat, grease, oil, mud, grass and food and is great for overnight soaking. Yet it is still soft on your clothes as it doesn't contain any harmful bleaches that cause fabric damage to your clothes.
- ❖ For extra heavy stains, take BIOMatic powder and make a wet paste with some water and rub directly on the stain. Then place

it in a solution of BIOMatic and allow it to soak overnight or place it in the washing machine after an hour or so.

- ❖ BIOMatic contains multiple enzymes that clean your clothes gently without using bleach.
- ❖ BIOMatic keeps your whites white as it doesn't contain the scum that builds up in your normal washing powders.
- ❖ BIOMatic is good for your colours as it has a special brightener for colours.

### **How many boxes would you like?**

### **Once they buy BIOMatic then ask them the following:**

- ❖ Please may we get your details so we can follow up and see how you are enjoying using BIOMatic?
  - **Note: Fill in the data base form supplied.**
- ❖ As you are filling in the customers info, when you get to the "type of washing" they do – if they answer TL ( Top loader) or FL ( Front loader) then tell them the following:
  - Before you use BIOMatic for the first time I have a very important instruction for you. You need to do a boil out of your washing machine.
  - The reason you need to do this is to remove scum build up that comes from the undissolved fatty sediment or "filler" used in other washing powders. This undissolved fatty sediment acts like cholesterol and builds up together with fabric softener and dirt. This now starts to build up on the outer drum and pipes of your washing machine.
  - The good news for you is that BIOMatic now solves this problem as it dissolves in water and cleans out your washing machine drum and as long as you use BIOMatic, it will keep you machine clean. Giving you a cleaner machine for a cleaner wash. The Boil out procedure is as follows:
    - What size is your washing machine 5, 8, 13 KG's? Take two heaped scoops per 5 KG. If they say, 13 KG then they need to use 6 heaped scoops for the "Boilout"/ cleanout or 4 heaped scoops if it 8-11 KG's
    - Place your washing machine on the longest hottest cycle without any clothes in your washing machine.
    - How old is your machine:
      - If they say 1 year or less
        - You need to boil it out once or twice to get it clean.
      - If they say 2 years
        - You need to boil it out twice to get it clean.
      - If they say 3 years
        - You need to boil it out once or twice to get it clean.
      - If they say 4 years
        - You need to boil it out three times to get it clean.

- If they say 5 years
  - You need to boil it out three or four times to get it clean.
- If they say 6-7 years
  - You need to boil it out four times to get it clean.
- If they say 8 years and over
  - You need to boil it out five times to get it clean
    - If you want to see the scum in your drum, then place a sock on the outlet pipe.
- Once you have done the "Boilout" and your machine is clean and you keep using BIOMatic then you wont have to BOIL it out again
- Please let your friends and family know about BIOMatic.

## Other selling points you can use

### ❖ **Soft on skin:**

- BIOMatic is gentle on skin and we have people who are have very sensitive skins test it. We have even had a lady with eczema test it directly on her skin and who is totally satisfied with BIOMatic.
- **Causes of allergies:**
  - **Undissolved washing powder:** It is the undissolved washing that remains in your clothes. The main question is why is the washing powder remaining in your clothes? The main resolves for this is the undissolved fatty sediment is what gets caught in your clothes and seams. When you wear the clothes and you start to perspire the reaction now happened between the detergent and your skin.
  - **Strong perfume in washing powder:** Some fragrances are can cause major skin irritations – some detergents have high levels of fragrance which can cause a problem
- **Solution:** Use a washing powder that dissolves better in water and has lower perfume levels and therefore will rinse out of your clothes easier. BIOMatic is the answer for this.

## **If they say they are using Bio Classic then....**

**(Note:** Don't mention this information unless they specifically mention that they use Bio Classic. Don't criticize Bio Classic or any opposition products; just focus on the benefits of BIOMatic and the differences of the two products.)

- ❖ Great this means you understand concentrates and like to save money. With BIOMatic you will use one scoop less per

- wash, therefore it will cost you about the same as Bio Classic; but will give you a better wash
- ❖ We believe you will see the difference in your washing just try it and see for yourself. We have feedback from customers who have switched to BIOMatic, who are seeing marked improvement on their washing. Try and see it for yourself.
  - ❖ As you can see on the Ethical Living survey here they give BIOMatic the highest score in their ratings out of all the detergents in South Africa.
  - ❖ BIOMatic gets a rating of 14 out of 20.
    1. Now show them the Ethical Living card and let them see for themselves where Bio-Classic fails that is where there are solid red blocks versus BIOMatic has all green ticks.
  - ❖ Also BIOMatic gets 14 out of 20 versus 9 out of 20 by Bio Classic. This means that BIOMatic gets a 50% higher score than Bio classic by an independent magazine.
  - ❖ Make the Ethical choice and try BIOMatic
  - ❖ Now ask them to try it and see for themselves and test the BIOMatic on the washing and on the stains.
  
  - ❖ Note: With BIOMatic you only need two scoops per 5 KG load where as with BIO Classic you need 3 scoops. This means that you need **50 %** more Bio Classic than BIOMatic.