

BIOMATIC SALES TIPS & FAQ

(Frequently Asked Questions)

GENERAL SALES TIPS

1. Being positive and overcoming negativity:

- a. Your attitude determines you altitude. The more successful you want to be the more positive your attitude needs to be.
- b. Nothing can kill your sales and therefore your business, like negativity. Negativity is like cancer that must be stopped at all costs. The most successful sales and business people have an overall positive attitude about life and their business.
- c. Positive people succeed and negative people fail, which one do you want to be? It is a choice you make each day.
- d. Negative people in sales and business can be defined as:
 - i. "A person who primarily focuses on the problems and negatives without coming up with solutions to the problem"
- e. Positive people in sales and business can defined as:
 - i. "A person who is always looking for and coming up with the solutions and answers to any negative report or problem with the product and business"
- f. When approached by a negative always focus on the positive of your product. Make sure the customer is fully aware of all the main benefits of your products. Then they can make an informed decision.
- g. If you can overcome negativity you have now overcome one of the single biggest problems for business and sales people
- h. Believing in your product**
 - i. In order to be positive you need to know your product and believe in your product.
 - ii. As I stated above you cannot sell what you do not believe in. In order to believe in a product. You need to get it under your skin. You need to use it for a few weeks and see the results for your self.
 - iii. You need to go through the sales material at least four to seven times until you know all the selling points and have all the information at hand. So when a prospect comes up with a negative statement or objection or question you are now in the position to answer them with the knowledge and positive attitude you now have.
 - iv. You also need to attend the sales and product training, where we teach you how to sell and how to overcome objections and problems without becoming negative and discouraged.
- i. Passion and excitement:**
 - i. Be extremely positive and enthusiastic about your product. People wont buy from you if you are not excited about the product yourself.

2. Education insures repeat sales and brand loyalty:

- a. Remember you are not only selling to the customer you are also educating them and helping them solve problems.
 - b. This is key, so don't think you are wasting time with the client even if they have they already have agreed to buy the product. Take the time to go through all the USP's (Unique Selling Points) with them. The reason this is so important is that they need to remember why they bought the product and why they should buy it again. This is very important if you want to see repeat purchases.
 - c. Opinion leaders/influencers: Wildfire customers
 - i. Opinion leaders are people whose friends and family respect their view on certain product categories. You need to really focus on educating these people as they can influence many others to buy the product. At least 70% of the market is affected by only 17% of these opinion leaders.
- 3. Do not change the sales pitch because you are bored with it** – think you can add something unless you have gone through all the points on the sales pitch.
 - 4. Do not exaggerate** – claims – stick to the facts.
 - 5. Do not be rude** to customers of any one else in the store no matter what they say and do. Love is the always the answer and never fails.
 - 6. Always smile** and be joyful and positive; people are attracted to that
 - 7. Eye contact**
 - a. Always make eye contact with the customer. Remember a customer will look at you are looking at. Therefore, position the box and cards and spoon correctly
 - b. Make sure they can see the pack of product in your hand.
 - 8. Approach as many customers as you can** – talk to them even if you're just planting a seed. Educating them is not a waste of time. They are potential, next time customers. Remember this is a numbers game. Speak to 200 people sell 50 units per day!
 - 9. Be friendly and listen to the customer when they talk.**
 - a. Nothing worse than a sales person that doesn't listen and just wants to sell their product.
 - b. If they say no, let them go. Don't irritate people. Remember the seed will grow.
 - 10. Use humour it helps** - When you can, and if it is appropriate, make a joke. People like a sense of humor.

BIOMATIC SALES TIPS

1. Your own testimonial is powerful tool:

- a. Use the product yourself in this case use BIOMatic. You cannot sell what you do not believe in. Make a few stains and remove them with BIOMatic. See for yourself how good it works. Use it on a dirty carpet, or clean something else with it. See how versatile it is. Get excited!
- b. Tell the customer you are using it yourself and are happy with it. Tell them your dark clothes didn't fade, and how BIOMatic removed those ugly stains you had in your clothes. Have your own experience and testimonial.
- c. Make sure you look clean and neat. When selling a household product such as washing powder, housewives will check you out seriously. If you do not look the part, customers will have rejected you before even speaking to them. You are selling a cleaning product. Look like it.

2. Catch a customer's attention at the opening line of your sales pitch

- a. Save 50% **AND** clean your machine
- b. Most customers know that washing powder is expensive and they are prepared to pay for that. What they do **not** know is cleaning their machine WHILE washing their clothes. It is the most powerful line of your whole sales pitch. No other washing powder available at PnP can do as good a job as BIOMatic.

3. You are there to solve problems for customers

- a. Help the customer find a solution to a problem they are experiencing with their washing. If you come across as professional and knowledgeable about washing powder, they are more likely to listen to you, and buy from you.
- b. If they have a problem with black marks in the clothes, explain to them how that is possible and what the solution could be. (Boil out procedure) show them the scum test and show them the scum
- c. If they have a problem with clogging of the machine, explain how normal washing powder and fabric softener doesn't completely dissolve in water, ESPECIALLY if they only wash in cold water.

4. Focus on the repurchase and building a brand

- a. Your focus should not be on the sale, but on the customer RE-purchasing. You want them to have a good experience, therefore you should
- b. Take your time to educate the customer. Instruct them simply and clearly to do a boil out and tell them what their recommended dose is. Ask what kind of machine they have and how many kilos it can take. Help the customer have a fantastic wash; it is your job! It all depends on you educating the customer properly.

5. Time to talk:

- a. When a customer has some time to talk, explain to them that they can use BIOMatic for hand washing, for stain removal, and for soaking. Explain to them how and give them the right dosage to use.
- b. Note: Do a hand wash yourself and tell the customer you have tried this, and how phenomenal it worked.

6. A quick pitch for those in a hurry

- a. If the customer is in a hurry, learn how to do a sales pitch really quick; for example
- b. Point at the packet of washing powder they are buying or about to buy and say, 20 washes, R 50. Then point at BIOMatic in your hand and say 60 washes, R 65.00, AND it will clean your machine.
 - i. I have closed many sales this way.

1. Do remember to tell them about the boil out EVEN if they are in a rush. Forget to mention the boil out, and you might loose a re purchasing customer!!!!

7. Handling the competitions products:

- a. Never EVER talk bad about the washing powder they are currently using; you could end up insulting the customer as they identify themselves with the brand they use.
- b. We must always speak well of our opposition. We don't win people by criticizing our opposition. Each person must find out for them selves and use the information you give them to compare our product to their existing.
- c. "I have been using Skip for 40 years, and I trust my Skip".
 - i. Say, that is excellent. But let me tell you about BIOMatic and how it cleans your machine

8. The Cholesterol comparison:

- a. Compare the clogging of the machine that undisclosed washing powder does, to the cholesterol in your veins. Most people have a basic understanding of cholesterol and can understand the humor...

9. Temperature

- a. Most people nowadays only wash in cold water, or up to 40 degrees. They do so because it is more environmentally friendly and some people don't even have hot water going into their machine. Explain to the customer that "normal washing powders don't completely dissolve in water, especially if you only wash in cold water, but BIOMatic however, DOES dissolve almost completely, EVEN in cold water.

10. Once they buy from you then:

- a. Thank the customer for purchasing BIOMatic and wish them a good day.
- b. Always remember to tell them about the boil out before they leave with the product this is critical.
- c. When telling them about the boil out remember to say that if you keep using BIOMatic then it will keep you machine clean, which is major benefit for your washing machine.
- d. After they have decided to take the product, say to them; "Mam remember if you keep using BIOMatic it will keep your machine clean, if you go back to the normal high cholesterol powder then your machine will clog up again with all that scum"
- e. Please don't forget to tell your friends and family about BIOMatic.

11. For customers that still wont buy always show them and ask

- a. Have you tried the scum test with your washing powder?
- b. Just take of glass water and add six teaspoons of your favourite washing powder, now stir as long as you can. Now wait for an hour and see if there is a scum build up in the glass.
- c. Put your fingers in the glass and feel this scum? And ask yourself does this clean my clothes and what does it do to my washing machine?

12. Increase sales by the following

- a. Advise the customer that has bought the product to tell their friends about BIOMatic. Tell them we are a small company and would appreciate their help.
- b. A lot of South Africans really LIKE it when a product is locally manufactured etc. they want to support the smaller companies that are up against the giants.
- c. Ask them for their written testimonial and email it to us.
- d. If you find a happy customer: ask them;
 - i. What do you like about BIOMatic?
 - ii. Build a relationship with this happy customer.
 - iii. We need your help can you help you help, can you tell all your friends and family how good BIOMatic is

13. If they didn't have a good experience.

- a. Ask them, why they didn't have a good experience?
- b. Sir please tell me what you didn't like about our product so we can try and improve. Learn from them... try and solve the problem
- c. Ask them if they did a boil out or not?
- d. Ask them how many times and how old?

14.If they say "no" then what?

- a. When you approach a customer, and they say no, and right next to you grab another washing powder, you could do the following. Say "do you know that 1 box of BIOMatic compares to 6kg's of what you are about to purchase, and at the SAME time, BIOMatic will clean your machine?"
 - i. If this still doesn't catch their attention, let them go
 - ii. If they now listen, give them the rest of the sales pitch

FAQ (Frequently Asked Questions) AND COMMON OBJECTIONS

These are objections and questions that we have got most frequently from either customers or agents.

O = Objection

Q = Question

O – “I don’t have any money”

A - Let me just educate you so next time you can buy it or budget for it.

O - “I have already bought washing powder this month?”

A - let me tell all about BIOMatic you then so your know for next time.

O – “My children/husband has sensitive skin and get rashes from other detergents so I can’t buy another brand”

A - I have good news for you, BIOMatic is fantastic for sensitive skins as it is very gentle on your clothes and rinses out easier than most other washing powders. It is usually the scum/undissolved filler in other washing powders that remains in your clothes. When this residue is moistened by perspiration from your skin the chemicals in the remaining scum can react with your skin.

We have had many customers claim how wonderful and gentle BIOMatic is for their sensitive skins, rashes and even for eczema sufferers.

Note: You can also read the recommendation letter from Mrs. Penny Smith in Capetown directly to the customer.

O – The clients says “no” thanks after you have gone through the sales pitch.

A – Thank you. Don’t forget to do the scum test on your washing powder.

When they say no then you says to yourself yes. Because they say no the more no’s you get the closer you are to the next yes. Remember this is a numbers game. It all depends on your closing rate.

Q – What do I say to someone who will not listen?

A – Keep speaking until they listen if they keep going on or ignore you then just leave then let them go

Q – “Why don’t you have samples?”

A – (Short answer) A small sample is not enough to clean your machine and do the washing. If you not entirely satisfied with the results we can give your money back

A – (Long answer) The reason we don’t recommend the small sachets for people with washing machines is because there is only 8 scoops in each 100g sachet. The eight scoops of detergent are not enough to do the necessary boil out to clean the washing machine from all the scum build up and to do enough washing so that you can see the effectiveness of our washing powder.

Therefore we prefer you to buy our 1 KG or 1.5 KG pack so they you can do the boil out procedure and also do a number of loads of washing to be able to effectively judge how great the product is.

Remember if you do not do the “boil out” with BIOMatic before you use BIOMatic on your laundry then the scum from the drum could be deposited on your washing.

We only recommended giving or selling sachets to clients under the following three conditions:

1. The customer buys or gets at least two sachets and not just one. The first sachet for the boil out procedure; and the second sachet is used on the washing.
2. The customer is doing hand washing and wants to test the product via soaking their laundry in BIOMatic according to our instructions set out in our washing guide and tips leaflet.
3. The customer who has a washing machine only uses it to test as a stain remover according to our stain removal instructions set out in our washing guide and tips leaflet.

Q - Problem: they notice a large amount of fluff in the washing

A - Ask them to do a "boil out" one "boil out" per every one and a half years usage of machine. Therefore if the washing machine is:

- i. 3 years old they need to do 2 boil outs
- ii. 5 years old then three boil outs
- iii. Older than 8 years then four to five boil outs.

Ask them when last they cleaned the lint filter in their washing machine. They need to clean the filter every month. This filter is what collects the fluff from the clothes.

Q - Do I still need to use Fabric Softener with BioMatic?

A - Most BIOMatic customers do not find it necessary to use a fabric softener with BIOMatic as it is so gentle on clothes. Some still like to use it for the extra fragrance and softness on towels.

Q - Will BioMatic work in normal washing machines? What about my make of washing powder?

A - BIOMatic is recommended by Early Bird services for makes and models of washing machines. That includes top loaders, front loaders and twin tubs.

Q - What about water temperature? Hot and Cold?

A - BIOMatic works well at all temperatures from cold to hot.

Q - How much water hot water to use in boil out?

A - Put in as much hot water as possible. The hotter the better for the boil out. This can save you R400-R500 on a service fee for your machine and even lengthen its life span.

Q - "Why haven't we seen it on TV?"

A - First it is very expensive and we don't want to charge you the customer with the expense of the advertising and make the product. Secondly we rather create business opportunities for wildfire sales agent like myself.

Q - "Why do we use less with BIOMatic compared other washing powders?"

A - We are using New technology - with enzymes - much effective BIOMatic does not contain all the scum/ filler that other powder have as it is an Ultra concentrated powder.

Whatever does not dissolve cannot clean your washing and is wasted and goes down the drain. Remember you are used to paying per KG, now most of that powder that you pay for does not dissolve so you waste your money on the scum/filler. Your money goes down the drain. About 50% of the powder you buy is wasted and goes down the drain. How much of the washing powder that you buy is going down the drain and how much is doing the washing!!!

Just like with chicken some chickens are 10-20 % water which pay per KG so you think you getting it cheap. Then when you cook the chicken it is smaller and the pot is filled with water which you paid for, this is called filler!

Q – What about a stain remover

A – BIOMatic you can make your own liquid stain remover in spray bottle. 2 Scoops per 300 ml of water shake and add your spray nozzle you now have your very own stain remover for about R1.00. you can use directly on stains and collars and cuffs.

The strongest form is using BIOMatic as paste on the stain mixed with water leave for a few hours in a basin with a solution of BIOMatic.

You can also use BIOMatic on your carpets for stain removal

Q – My black clothes are fading and whites are going grey?

A – Why the black clothes fade is because either the colouring is not fast which means the fabric was a cheap fabric or the washing detergent has bleach in it.

A – Why did you think its going grey when there is now grey clothes in your white washing or colour clothes? Re-deposition – the water gets dirty and then the clothes get dirty from the general water colour. You then iron the clothes with the dirt deposit in them and over time they appear grey. The greyness is basically old dirt has been reapplied to clothes because of the detergent you are using. With BIOMatic formula you will find the white will stay white.

Q - If you are distributing the product via supermarkets, then why would anyone buy from an agent or distributor?

A – We make sure that the prices we give to both our distributors and agents and supermarkets/retailers makes them all, equally competitive. Although we cannot force anyone to sell at a certain price, we can give them recommended retail prices. The direct retail selling price through agents and distributors is very close to the retail selling price in the retailers.

We are selling BIOMatic in select retailers which actually is a major plus point for our agents and distributors, as it gives the brand credibility when listed with a reputable leading retail company like Pick N Pay etc.

Q – When I call on an independent retailer like a Spar or Super save etc what is the best strategy to use?

A – Before you call on any retail store you will need to make sure that that store or area is not already allocated to another Distributor. Remember that being a Retail Wildfire Distributor is different from being a Direct Distributor. Once you have the all clear; then go ahead with the following strategy.

Speak to the owner or buyer of the store.

First sell them on the product by doing a proper sales pitch so they understand the product and the pricing. If they don't have the time to listen, then come back later when they can hear you properly.

Too expensive objection

The main objection you will get from the buyers is the pricing of the powder. As they have been trained to look at the price per kilo and not cost per wash. They might say that it is "too expensive".

At this point go tell them this powder is unique and is an ultra concentrate and gives customers 4 X More washes. Explain to them that the number of washes and costs compared to their top selling brand. Show them that 1.5 KG BIOMatic will give them up 60 washes as you only use 25 grams (show them the scoop) as apposed 100 grams or a whole cup of normal washing powder.

Now show them that their normal 2kg pack of "X" brand will only give the customer 20 washes and that will cost R73 etc for only 20 washes. So this means that the customer will have to buy three packs of 2 kg powder which will cost them R219 for the same amount of washes 60 washes that you get out of 1.5 kg of BIOMatic.

Once you have gone through this with him ask the following questions.

I am sure you can now see the tremendous savings BIOMatic offers all your customers? BIOMatic is your most economical washing powder that you could sell to your customers, I am sure you would like to help your customers wouldn't you?

He can make a profit

Now tell him that he can make profit on this line as most retail stores sell their fastest lines like Coke and Omo and Skip are sold at cost or even at a loss to get customers in their stores. These are called KVI's or loss leaders in retail terminology.

" With BIOMatic you can make a much greater profit than you other major brands you sell; therefore the more you sell of BIOMatic the more money you will make. The more customers who convert to BIOMatic the more money you will make from your detergent section of your store.

I would recommend you give the retailer a 20% discount and further 5% for cash as they also have to charge VAT. Give them the recommend retail prices per line so that they can sell at these prices.

Promotions

The last thing a store wants is to sit with dead stock. You need to convince the manager or owner that you will personally make sure the line moves in their store. Let him know that you will make sure that you promote the BIOMatic stock to his customers so that they can know the product and buy it.

You can either promote it yourself or get a promoter in the store or you can saturate the store footprint with BIOMatic.

You can hand out at least 250-500 leaflets in the streets immediately surrounding the store. These are the best customers to start with as they will be the ones shopping at that store. You can stamp your info and the stores name on the pamphlet so they can know where to get it.