

TORNADO®

"A Better Way to Clean"

Tornado e-Alert

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The Tornado e-Alert is designed to alert the jansan industry to business-related issues and concerns specific to our industry. The service does not advise or recommend actions but encourages industry professionals to be aware of issues that can affect their businesses.

Selling Tips for Success

By Mike Schaffer

Starting my career in the jansan industry as a dealer salesperson, I have been selling all of my adult life. Even as president of Tornado today, I am still heavily involved in the sales side of our business.

Over the years I have been fortunate to know many salespeople that have earned very nice incomes and enjoyed great success in the jansan industry. Almost without fail, they display the same traits, which I am happy to share:

Keys to Success:

1. They're proud of their profession as a salesperson. They enjoy it and look forward to it. Top salespeople in jansan, as well as other industries, have a strong desire to succeed, excel at their profession, and help their customer. Helping the customer might seem to be a cliché, but if you don't truly have that mindset, most customers will sense it, often reading it as insincerity, or worse, dishonesty.
2. They're enthusiastic and passionate. Passion and enthusiasm are closely tied. And enthusiasm about your products rubs off—on your customers and your company. Try and surround yourself with people who are just as excited about what you have to sell as you are.

3. They're educated about their products. To succeed, you have to know everything about the products you sell—their strong points as well as their weak points. The most important thing is for your customers to feel you are thoroughly informed about your product line and how it can help them.
4. They often specialize. This can take several forms, the first on products/applications, the second on certain customer segments. Being viewed as an expert on hard wood floor care or carpet care is an example of application expertise. Due to the ticket price of the sale, some of the most successful dealer salespeople in our industry are topnotch equipment salespeople, which is an example of product expertise. Focusing on a particular market segment, such as health care, is also a way to specialize. Those segments don't always need to be the most obvious ones. As an example, I knew a very successful dealer salesperson that found a profitable niche calling on large architectural and design firms. He knew they often used their offices as a marketing tool and were concerned about the appearance and cleanliness of their offices. He helped them select cleaning equipment and supplies that were tailored to their high maintenance standards and needs.
5. They work harder than their competition. Jansan as an example is not a nine-to-five job. Often the best way to win a customer is to work with their cleaning crew at night, showing them new products, teaching them how to use new equipment or products, and helping them streamline their cleaning systems. Not every dealer salesperson in our industry, however, is willing to work with their customers' evening crew.
6. They take a consultant approach to sales. Most salespeople like to discuss the features and benefits of the products they sell. But consultants listen to their customers, keep their customers' needs in mind, and then recommend products. Customers will trust you, listen to your recommendations, and then buy from you when they view you as a consultant.
7. They are strong communicators. The excitement over Green Cleaning has opened many doors for jansan distributors. Whenever possible, give talks before school boards, parent groups, medical facility administrators, and others not only about Green Cleaning but about the importance of cleaning and the role cleaning plays in keeping people and facilities healthy.
8. They are creative. Find new and interesting ways to promote yourself and your product offerings. Attend community events and shows, write columns in newspapers. Successful salespeople find creative ways to get their message heard, which almost always translates into sales and success.

Mike Schaffer is an industry veteran and president of Tornado, manufactures of a wide-range of professional cleaning equipment, tools, and products.

About Tornado® a Tacony Company

Tornado Industries has been designing and engineering quality cleaning equipment for more than 80 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions, as well as being committed to the success of its dealer network.

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