



good clean fun

AUGUST, 2007

## THE REAL DIRT: Click, Drop & Grow

Keeping in touch with your customers has never been easier

Last year NYCO made a commitment to stay in touch with our customers and prospects...

Many of our customers have commented that they appreciate the continual stream of newsletters, product postcards, and other promotional mailing pieces they've received from us over the past 15 months.



**“CLICK, DROP & GROW will help you create demand and increase sales”**

While these "pats on the back" are appreciated, more significant is the fact that our efforts have generated new sales for our distributors.

Utilizing the simple equation: *Constant Communication = Increased Sales*, NYCO is currently finalizing a distributor communication program just for you.

Within the next few weeks NYCO will launch **Click, Drop & Grow** - a simple, turnkey marketing program you can use to promote specific products to your customers.

With **Click, Drop & Grow**, you can send high-quality, 4-color, oversized postcards, customized with your logo, phone number, and short promotional message. But, here's the best part.... all you need to do is provide your logo and a mailing list. Our **Click, Drop & Grow** Coordinator will do the rest including:

- Designing creative mailers
- Imprinting your logo, phone number, and personalized message
- Printing oversized 4-color postcards
- Addressing each postcard, affixing 1st class postage, and mailing

**Click, Drop & Grow** will help you create demand and increase sales on several of our most popular products. Plus, NYCO will issue you a **merchandise credit** for the products you promote and sell.

More information about this exciting distributor program will be available soon. Look for details in your mailbox, at our website ([www.nycoproducts.com](http://www.nycoproducts.com)), or ask your NYCO sales representative.

Until next time, keep having fun

Bob Stahurski

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# Summertime Odors

## Sources - Solutions - Opportunities

by John Wunderlich, Vice President, Sales

It's summertime, and summer means heat. Heat means humidity. Humidity means mold... mildew... fungus... sweat... and... there's no polite way to say it -- **bad odors.**

**These odors present real opportunities to solve customer problems and SELL MORE PRODUCTS!**

### As Easy as 1 - 2 - 3

Once you've identified the odor, help your customers choose *the right weapon* to eliminate it. In the broadest sense there are three general categories of weapons your customers can use to solve odor problems: Disinfectants/Sanitizers; Bioenzymatics, and Counteractants.

**1. Disinfectants and Sanitizers** kill micro-organisms that can be the source of many odors. Bacteria, mold, and mildew, can be found on almost any surface. Disinfectants and sanitizers are available in convenient ready-to-use or concentrate form, and should be chosen specifically to disinfect or sanitize the odor source.

**2. Bioenzymatics** naturally break-down and consume organic soils that may be the source of odors. These odors are commonly found in bathrooms, kitchens and carpets. Urine odors and odors from decaying materials in kitchens or waste receptacles can be eliminated using bioenzymatics. Using these products in kitchens or bars will also help eliminate a food source for insects such as fruit flies and cockroaches.

**3. Counteractants** help attack and eliminate lingering foul airborne odors. Use in trash receptacles, dumpsters and on carpets. Counteractants are also effective in eliminating smoke or stale odors in rooms that lack ventilation or proper air flow.

## Odor Control Recommendations

Applications	NYCO Product	
Bathrooms Basements Health Clubs Schools Institutions Automobiles Buses Break Areas Kennels Carpets	<ul style="list-style-type: none"> <li>• Sani-Spritz Spray (NL763)</li> <li>• TBQ Disinfectant (NL775)</li> <li>• Citrus Fresh (NL737)</li> <li>• Neutral Q 64 (NL776)</li> <li>• Uno Lemon Scent (NL760)</li> <li>• Uno Mint Scent (NL780)</li> <li>• Ever-Pine (NL226)</li> <li>• Pine Oil Disinfectant (NL625)</li> </ul>	Disinfectants / Sanitizers
Bathrooms Basements Health Clubs Schools Institutions Automobiles Buses Break Areas Kennels Carpets	<ul style="list-style-type: none"> <li>• Gangbusters Break Out (NL044)</li> <li>• Arrest (NL 241)</li> <li>• Spot-Lite (NL512)</li> <li>• Pet Odor Control (NL523)</li> </ul>	Bioenzymatics
Bathrooms Basements Health Clubs Schools Institutions Automobiles Buses Break Areas Kennels Carpets	<ul style="list-style-type: none"> <li>• Citrus Lemon (NL735)</li> <li>• Citrus Neutrox (NL736)</li> <li>• Citrus Fresh (NL737)</li> <li>• Tutti Fruitti (NL739)</li> <li>• Cherry Fresh (NL742)</li> <li>• Cinnascent (NL744)</li> <li>• Peaches 'N Clean (NL748)</li> <li>• Wintergreen (NL615)</li> </ul>	Counteractants

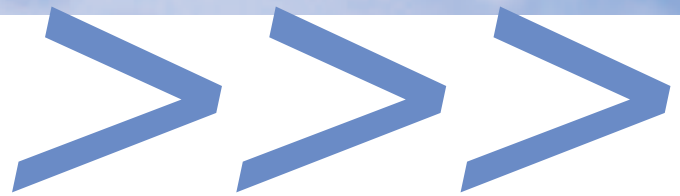


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# Sales Solutions

## Getting the Most From Your Marketing Staff

by Rob Engelman, Engelman Management Group



### What does "Marketing" mean to you?

- Buying and selling goods and services?
- Promoting and communicating products to target markets?
- Creating distinctions between yourself and the competition?

Well...the answer is Yes, Yes, and Yes. In fact, "Marketing" means different things to different people.

My definition of Marketing is relatively simple...."Anything a company does to acquire new customers and develop long-term, profitable relationships."

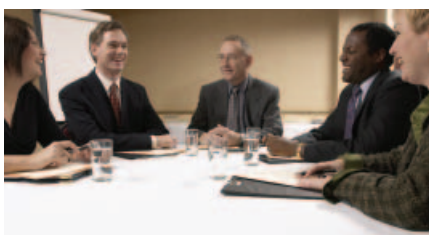
### Who's Responsible?

With this thought in mind, who in your organization is responsible for acquiring new customers, and maintaining relationships with your current customers?

The answer should be...Everybody!

That's right...everybody in your organization is responsible in their own unique way for *both* marketing *and* your customer's experience. For example:

- **Sales** is obviously charged with identifying business opportunities with both new and existing customers.



- **Customer Service and Support** dramatically influence customer relationships in terms of its ability to service and handle questions in a timely and efficient manner.

- **Accounting and Billing** play an integral role in impacting customer rapport - how did you react the last time you were accidentally mis-billed for a order?

- **Suppliers and Partners** (such as Nyco Products), also impact your marketing efforts in the way they help you communicate with buyers and prospects, and get product to your customers.

### What Should They Do?

If it is true that everybody is responsible for marketing, then here are 4 activities everyone in your organization can do to help your business grow and increase its value.

**1) Focus on the Customer.** Spend time listening to your customers and prospects in order to understand their needs regarding particular products or services. Solicit thoughts and input from everyone in the organization - especially Sales and Customer Service, as these departments are typically closest to the customer.

**2) Monitor the Competition.** Learning about, and understanding the competitive landscape is also an important marketing function. Ask your employees the following types of questions: Who are our direct and indirect competitors? What value do they communicate? Which customers do they serve? Why do customers choose competitors versus you? It will be insightful to hear the collective results.

**3) Create New Ideas.** Whether it's customer acquisition campaigns, keep-in-touch programs, new product promotions, retention efforts, or something in-between, great marketing ideas can come from anywhere in the organization. Conduct structured brainstorming sessions with your entire staff to find true nuggets of brilliance.

**4) Set the Strategy, Plan the Attack, and Execute.** With a list of tactical ideas in hand (see #3), it is time to execute these programs. Assign 1 or 2 people to "take the lead" on a given project. A word of caution... do not bite off more than you can chew. Ask the project leaders to identify the internal and external resources they need to complete the project - including graphic artists, copywriters, and printers. These outside partners can help any organization get the most "bang" from its marketing efforts.

You don't have to run a Fortune 500 corporation to have a strong marketing organization. Look to your employees as a source of marketing inspiration. Remember, they are the ones who are ultimately responsible for acquiring new customers as well as developing long-term, profitable relationships with them.

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