



good clean fun

OCTOBER, 2007

THE REAL DIRT: Growing Your Business Two Tips That Can Help



What can I do to grow my business... and how can NYCO help me?

I am frequently asked these questions by both business owners and distributor sales reps. My response is:

1. What is your marketing plan for growing your business with your existing customers?
2. How do you effectively prospect for new customers?

PLANNING

A well-planned and consistent marketing strategy is the cornerstone to achieving sales growth and adding new customers. And, it doesn't have to cost an arm-and-a-leg if you keep your focus narrow and your message clear.

NYCO's new Click, Drop & Grow (CDG) is a turnkey marketing program designed to help you INCREASE SALES without breaking your budget. CDG is fast, simple and effective. Program details can be found at www.nycoproducts.com. Click on the Click, Drop & Grow icon.



Another way to grow your business is staying on the leading edge of the industry. If you are not planning to attend **ISSA INTERCLEAN** in Orlando (Oct. 23 - 26) you will be missing a tremendous opportunity.

ISSA INTERCLEAN is the largest cleaning show in the World. There is no better place to see new products, attend educational seminars, and network with other business owners. It's not too late to register @ www.issa.com.

The NYCO team will be at booth #2466, ready to show you what's exciting and new and how NYCO can help you grow your business. Hope to see you in Orlando.

Until then, keep having fun

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The Easiest Cross-Sell You'll Ever Make

by Brendan Cavanagh, Sales Associate

The next time you visit a customer, bring along a bottle of Sani-Spritz ready-to-use disinfectant cleaner...it's quite possible you will sell a case or two.

While disinfectant cleaners have been around for over 100 years, many distributors forget to include them as part of their day-to-day cross-sell arsenal.

There are 2 simple reasons why Sani-Spritz could be the key to helping you make your 2007 revenue targets.

1 It has one of the highest efficacy (kill claims) of any disinfectant - making it a product that can be sold to every account.

2 It works on all high-contact surfaces - the major source of cross contamination.

UNBELIEVABLE EFFICACY ON TODAY'S HOT VIRUSES

The most common bacteria and viruses your customers are concerned about, (as well as those I am constantly reading about in trade magazines) include: SARS, Hepatitis B & C, Avian Flu, HIV, Norwalk Virus, and E-coli. Plus, stories about MRSA (Methicillin-resistant Staphylococcus aureus), and other antibiotic resistant bacteria are popping up everywhere.

Well...Sani-Spritz kills them all quickly and in one easy step. Its efficacy claims are off-the-charts.

SELLING SANI-SPRITZ

A simple 3-Step Process:

- 1) Ask customers about the virus/bacteria that concerns them most
- 2) Show them Sani-Spritz' efficacy claims
- 3) Get ready to write an order



VERSATILE BEYOND BELIEF

Not only does Sani-Spritz kill bad bacteria and germs, it does so on all high-contact surfaces including:

- Walls
- Fixtures
- Floors
- Desks
- Countertops
- Waste Receptacles
- Garbage Compactors
- Tables
- Chairs
- Phones
- Door Knobs
- TV Remotes

The "cold and flu season" is right around the corner. Think about all the places where germs are innocently passed along from person to person through everyday contact.

Turn your customers into heroes and geniuses by helping them reduce the number of "sick days" taken by their customers and employees. Suggest they use Sani-Spritz.

ARE YOU GETTING YOUR SHARE OF THE DISINFECTANT MARKETPLACE?

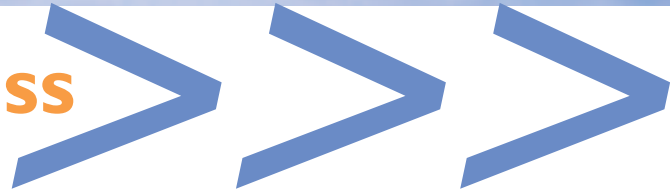
Customer relationships grow when you proactively suggest products that make sense, and Sani-Spritz is clearly one of those products that make sense.

If you are not selling your share to every customer, you are taking money out of your own pocket.

Have questions, or want to talk about demonstration ideas? Please feel free to give me a call at 800.752.4754.

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Growing Your Business with CIMS



by John Wunderlich, Vice President Marketing

HOW TO BREAK OUT OF THE COMMODITY BOX

The ISSA has developed a new program called the *Cleaning Industry Management Standard* (CIMS) to help cleaning organizations and facilities managers (your customers) design quality management procedures.

By implementing the principles found in "The Standard," your customers will position themselves as efficient, quality-focused and customer-centric Facility Service Providers.

But what does this mean for you?

To grow market share and profitability, find out how your customers could benefit from "The Standard." Learn about, and speak to, the same principles found in CIMS.

Doing so will arm your company with an effective sales tool that will make you a valuable business advisor versus a commodity supplier.



AN INVALUABLE GROWTH OPPORTUNITY

NYCO personnel have received training in "The Standard," and are "CIMS Certification Experts." We believe this program is substantially different from other industry certification programs, and we see it providing many benefits to distributors including:

- Better understanding the customers you serve
- Helping customers meet and certify to "The Standard"
- Steadily increasing your sales
- Enhancing your professional image within the industry
- Identifying growth opportunities
- Gaining distinctive marketing position
- Strengthening your relationships with current customers

NYCO IS HERE FOR YOU

If you have questions about CIMS, and what it can mean for you, please call me at 800/752-4754. You may also learn more about this significant business opportunity by visiting www.issa.com/standard.

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