



Building Your Business

A Guide to Selling Facility Supply Products

POTENTIAL ACCOUNT OPPORTUNITIES

Clean and healthy are two words every business appreciates. That is why the market for chemical cleaning products is practically limitless. Cleaners, degreasers, sanitizers disinfectants, floor care ... every business whether retail, industrial or corporate needs them. Following are just some of the many business sectors that can be called on when selling cleaning products.

Airports	Hospitals
Asphalt / Paving Operators	Hotel / Motel – Lodging Industry
Auto Repair Facilities	Light Manufacturing
Automotive Manufacturing	Marine Repair Facilities
Building Service Contractors	Mobile Home / RV Facilities
Construction Contractors	Nursing Homes – Retirement Centers
Electrical Generation (coal / gas / nuclear)	Office Buildings
Fleet Maintenance (truck / cars)	Paper & Pulp Processing
Food Processing – Cheese	Plastic Fabricators
Food Processing – Dairies	Printing – Newspapers
Food Processing – Egg & Poultry	Railroad Yards
Food Processing – Fish	Recycling Facilities
Food Processing – Frozen Food	Refineries
Food Processing – Fruits & Vegetables	Residential Buildings
Food Processing – Juice	Restaurants
Food Processing – Meat	Schools
Food Processing Soft Drink Bottlers	Solid Waste Handlers
Foundry / Metal Processing	Steel Mills
Furniture Manufacturing	Transportation Centers
Government / Municipalities	Warehouse Facilities
Grocery & Retail Outlets	Waste Water Treatment Facilities

NYCO SALES INTRODUCTION

Where and how you find potential opportunity?

Since cleaning and facility supply products are universally needed by businesses of all types, every sales territory is full of prospective customers and new business opportunities with existing customers. Initially the territory should be evaluated, and potential customers identified by:



Type of Business

Certain customer groupings will have similar needs for product groups and services. Success with one customer in this group can lead to success with other similar prospects.

Product Mix

Selling similar products allows you to develop a higher level of expertise in that product mix. This permits you to act as a consultant who knows your customers' business and can solve their questions. Selling similar products also helps in the distribution process of your company, contributing to improved service levels and additional business.

Geographical Considerations

If your territory is compact or very large, time and distance considerations must also be taken into account so you get a maximum return on your investment of time. Selling only to a small group of similar customers may be an option, but many times it is advantageous and necessary to sell to a wide diversity of customers to be profitable.

Sell to Decision Makers

Regardless of who your customers are, it is important to present products to the correct decision maker. Often, more than one person in a department may be responsible for making the buying decision for the products you can potentially sell. Finding the right decision maker(s) is a key to successfully selling!

DECISION MAKERS

In order to fully integrate an account, there may be more than one person involved in the ultimate decision to purchase and use cleaning products.

Owners & Executives

Presidents,
Business Owners
School Administrators



Purchasing Departments

Directors

Dir. Buildings & Grounds, Dir.
Facility Maintenance, Dir.
Environmental Services



Custodial Staff

Facility Maintenance,
Custodian,
Janitor

Engineers

Building Engineers,
Environmental Engineers



Supervisors & Managers

Plant Supervisor & Manager,
Shift Supervisor,
Sanitation Crew Chief,
Shop Foreman,
Shop Maintenance Supervisor,
Warehouse Supervisor,
Environmental Ops Supervisor



Committees

Infections Disease Committee,
Environmental Health & Safety
Committee

BUSINESS TYPE BY PRODUCT CATEGORY NEEDED

	Bar Areas	Building & Grounds	Bus & Vehicle Maintenance	Carpet Care	Floor Care	Food Preparation: Kitchen/Bakery/ Deli/ Food Courts/Cafeteria	Maintenance & Engineering	Manufacturing / Production	Nursing Stations	Office Cleaning / Breakroom	Power Generation Areas	Restrooms	Vehicle/Fleet/Truck Maintenance	Warehousing & Storage Areas
Airports & Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>		
Diesel Repair/Railroad Yards		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electrical Generation Facilities		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Food Processing Facilities		<input type="radio"/>				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitals, Nursing Homes & Retirement Centers		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		
Hospitality Industry: Hotels, Motels, Other Lodging & Venues	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
Manufacturing: Warehousing, Fabricators, Robotics, Electrical, Plastics, Furniture, Mobile Home, RV Assembly, Automotive, Foundry		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
Municipal Buildings, Office Buildings, BSCs		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>		
Paper & Pulp Processing		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printers					<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
Public & Private Schools, Churches		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
Refineries / Energy								<input type="radio"/>				<input type="radio"/>		<input type="radio"/>
Restaurants	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>						<input type="radio"/>	<input type="radio"/>		
Retail & Grocery			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid Waste Handlers & Recycling Centers		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>			<input type="radio"/>		<input type="radio"/>		<input type="radio"/>

PRODUCT CATEGORIES

Bar Areas

3rd sink sanitizers
air fresheners
bar glass washes
drain openers

enzyme drain maintainers
foaming acid descalers
low foam acid delimers
matting systems

RTU spray & wipe
disinfectants & sanitizers
stainless steel cleaner &
polish

Buildings & Grounds

air conditioning coil
cleaners
brooms & brushes
buckets & wringers plastic
can liners
citrus solvent degreasers &
cleaners
descalers & deoxidizers
Heavy duty spray & wipe
equipment cleaners
Greases & lubricants

herbicides
Insecticides
lock de-icers
moisture displacement
aerosols
mops
oil absorbents
paper dispensers
parts washing solutions
pavement degreasers
penetrating fluids

plant & mechanics hand
soaps
pressure wash cleaners
protective eye glasses
rust removers
safety gloves
squeegees
tar & grease solvents
waste receptacles
wet floor & caution signs
wiping cloths

Bus & Vehicle Maintenance

air fresheners
brooms
brushes
drain openers
engine degreasers
floor cleaners & degreasers
foaming equipment

glass cleaners
lock de-icers
paper products & wipes
protective eye wear
safety gloves
spray & wipe cleaners
squeegees

steam cleaners
tire cleaners
vehicle wash brushes
vehicle washes
vinyl cleaners & protectants
wash & wax products

PRODUCT CATEGORIES, cont.

Carpet Care

bonnet buffers
 bonnet cleaners
 bonnet pads
 defoamers

extraction cleaners
 extraction machines
 fiber protectors
 rotary shampoo

spotters—aerosol
 spotters—liquid
 wet floor / cautionary signs

Floor Care

automatic floor scrubbers
 baseboard strippers
 buckets & wringers
 buffing machines
 doodle bugs
 grout cleaners
 floor finish
 floor pads

floor seal
 floor strippers
 grout cleaning machines
 matting systems
 mops
 neutral cleaners
 neutralizers

scrapers
 scrubbers
 Scrubbing machines
 spray buff & renovators
 squeegees
 stripper stoppers
 wet floor & cautionary signs

Food Preparation: Kitchen/Bakery/ Deli/ Food Courts/Cafeteria

3rd sink sanitizers
 abrasive hand pads
 acid delimers & descalers
 air freshener systems
 brooms & brushes
 buckets & wringer color
 coded HACCP products
 ceiling & wall cleaning
 systems
 cutting boards
 degreasers
 dish machine detergents
 disinfectant cleaners
 disposables

drain maintainers
 drain openers
 enzyme drain maintainers
 filter cleaners
 floor cleaners
 FRP cleaning systems
 glass & window cleaner
 gloves
 grout brushes
 hand soaps
 hood & vent cleaners
 machine dish detergents
 machine rinse fluids
 mops

oven cleaners
 paper products
 pine oil cleaners
 pot & pan detergent
 protective eye wear
 rinse fluids
 RTU spray degreasers &
 cleaners
 RTU spray disinfectants &
 sanitizers
 silver presoaks
 squeegees
 table top sanitizers
 trash receptacles

PRODUCT CATEGORIES, cont.

Maintenance & Engineering

air conditioning descalers
air fresheners
buckets & wringers
ceiling cleaning systems
ceiling stain blockers
Coil cleaners
degreasers
floor cleaners
floor seal & finish

glass cleaners
Greases & lubricants
hand soaps
herbicides
insecticides
lubricants
mops
pavement cleaners
penetrating fluids

rust removers
scrapers
spray & wipe degreasers
stainless steel polish
vinyl cleaner & protectants
wet floor & cautionary signs
window washing systems:
poles, squeegees, etc.

Manufacturing / Production

adhesive sprays brooms
air conditioning coil
cleaners
brushes
buckets/wringers
citrus solvent cleaners
cleaners
concrete sealers & finishes
floor cleaning equipment &
machines
floor degreasers
floor sweeping compounds

garage floor cleaners
Greases & lubricants
herbicides
insecticides
light duty spray & wipe
cleaners
machinery cleaners
matting systems
moisture displacement
aerosols
mops
oil absorbents

paper dispensers
penetrating fluids
plant & mechanics hand
soaps
plastic can liners
protective eye glasses
safety equipment
safety gloves
squeegees
waste receptacles
wet floor & caution signs
wiping cloths

Nursing Stations

furniture polish
glass cleaners
hand sanitizers

hand soaps
protective eye wear
protective gloves

RTU disinfectant sprays
wipes

PRODUCT CATEGORIES, cont.

Office Cleaning / Breakroom

carpet cleaners
carpet spotters
ceiling & air duct/vent
cleaning tools
custodial carts
disinfectant aerosol spray
disinfectant cleaners
floor cleaning equipment &
machines

floor seal & finish
floor finish
floor neutral cleaner
floor strippers
furniture & dusting polishes
glass cleaner
ice melt neutralizers
matting systems
paper products

plastic can liners
protective eye glasses
safety gloves
spray & wipe cleaners
spray buff compounds
waste receptacles
wet floor & caution signs
window cleaning tools

Power Generation Areas

vehicle washes
glass cleaners
vinyl cleaners & protectants
spray & wipe cleaners
tire cleaners
wash & wax products
engine degreasers

steam cleaners
floor cleaners & degreasers
drain openers
vehicle wash brushes
foaming equipment
lock de-icers
air fresheners

paper products & wipes
safety gloves
protective eye wear
squeegees
brooms
brushes

Restrooms

acid bowl cleaners
air freshener products
air freshener systems
bowl blocs
drain maintainers
drain openers
enzymes
equipment & machines

floor disinfectants
grout brushes
hand dryers
hand sanitizers
hand soap
hand soap systems
non-acid bathroom cleaners
plastic can liners

spray & wipe disinfectants
stainless steel cleaners
urinal cleaners
urinal screens
waste receptacles
wet floor & cautionary signs
window/mirror cleaners

PRODUCT CATEGORIES, cont.

Vehicle / Fleet / Truck Maintenance

air fresheners	glass cleaners	squeegees
aluminum brighteners	Greases and lubricants	steam cleaners
brooms	lock de-icers	tire cleaners
brushes	paper products & wipes	vehicle wash brushes
drain openers	protective eye wear	vehicle washes
engine degreasers	safety gloves	vinyl cleaners & protectants
floor cleaners & degreasers	spray & wipe cleaners	wash & wax products
foaming equipment		

Warehousing & Storage Areas

absorbents	floor scrubbing equipment	insecticides
brooms	floor sealers & protective	mops
brushes	coatings	pressure wash compounds
buckets & wringers	food grade lubricants	spray & wipe cleaners
disinfectant cleaners	glass/mirror & plastic	wall cleaners
dust control compounds	cleaners	wet floor & cautionary signs
floor cleaners & degreasers		

CONTACT INFORMATION

Chemical Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Chemical Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Equipment Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Equipment Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Paper Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Paper Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Plastic/Disposable Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Plastic/Disposable Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Other Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____

Other Supplier

Company Name: _____
Representative: _____
Cell Phone: _____
E-mail: _____
Customer Service: _____



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