

AMWAY HOME™ DISH DROPS™ Concentrated Dishwashing Liquid

KEY PRODUCT MESSAGE

This powerful and concentrated dishwashing liquid delivers high-performance and residue-free results. Outstanding cleaning action that scours away grime even when using cold water.

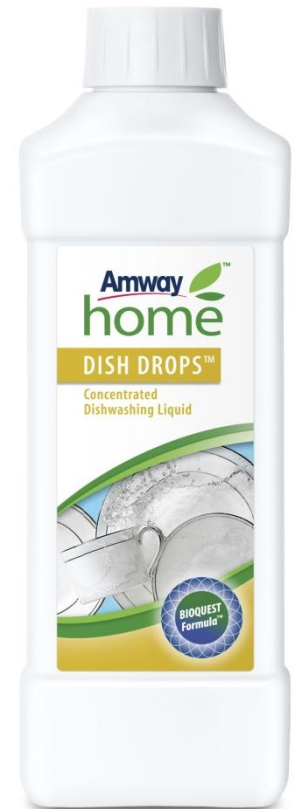
PRODUCT OVERVIEW

- Made with mild surfactants to be safe and gentle to the skin with a fragrance that contains natural essential oils
- This biodegradable formula contains naturally-derived ingredients and is gentle on hands and on the environment
- The formula contains a **quadruple-patented** blend of cleansing agents, aloe vera, alpha-hydroxy acid and natural extracts of the shiso plant to act as a non-irritant and maintain the look of healthy skin

TARGET CUSTOMERS

Conscientious customers who prefer:

- A dishwashing liquid that leaves dishes sparkling and contains ingredients derived from natural sources, so it's gentle on hands and safe for families and the environment
- A highly concentrated product that delivers great value-for-money allowing them to stretch household budgets



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FEATURES / BENEFITS

FEATURE	BENEFIT
Concentrated detergent	Just a few highly concentrated drops are powerful enough to easily get rid of grease and even dried-on messes, while being kind to your skin
Formula is dermatologist tested and contains ingredients derived from nature	To help maintain healthy skin as it cleans
Quadruple patented formula delivers high-performance results with each and every use	Economical cleaning as it can be used diluted, concentrated or even in cold water

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their dish care products
- Begin talking about how AMWAY HOME™ DISH DROPS™ Concentrated Dishwashing Liquid provides exceptional cleaning performance, even in cold water, that leaves dishes sparkling clean. The unique formula is phosphate-free and biodegradable making it safe for families, septic systems and the environment.
- Would you prefer a product that allows you to stretch your budget?
- Have you been looking for a dishwashing liquid that meets your high expectations?
- With your current dishwashing liquid do you find it hard to get rid of hard or dried-on food residues?
- Do you and your family prefer environmentally-sensitive products?



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PRODUCT USAGE

HOW TO USE: Use diluted for economical cleaning or concentrated, either way AMWAY HOME™ DISH DROPS™ Concentrated Dishwashing Liquid delivers superior cleaning every time.

- **For washing individual items:** Add one part DISH DROPS Dishwashing Liquid to three parts water (3:1 dilution) in the AMWAY squeeze bottle and swirl to mix then wash items and rinse
- **For sink or basin or bucket:** While filling with 5 litres of water, add 3ml DISH DROPS Dishwashing Liquid, wash dishes and rinse

DEMONSTRATION “Bubble Blowing Demonstration”

Demonstrate the powerful concentration of AMWAY HOME™ DISH DROPS™ Concentrated Dishwashing Liquid. Be sure to highlight that it delivers a powerful cleaning performance, and is concentrated, dermatologist tested and biodegradable.

DEMONSTRATION

- **Purpose:** A large amount of foam and bubbles fill the drinking glass indicating how concentrated the formulation really is and if you continue to blow through the straw, the bubbles will continue to spill over onto the tray
- **Materials needed:** large drinking straw, clear medium sized drinking glass, tap water, DISH DROPS™ Concentrated Dishwashing Liquid, large tray

Instructions:

1. Fill the drinking glass halfway with water and place the glass onto the tray
2. Using the straw, blow into the water to show it is simply water (no foaming)
3. Remove the cap from the DISH DROPS bottle and pour a small amount into the cap
4. Dip one end of the straw into the cap to show that only a tiny amount of product is on the end of the straw
5. Place the straw into the water and blow into the straw
6. The bubbles will flow out of the glass and fall down onto the tray - keep blowing until the tray is filled or overflowing with bubbles



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CROSS-SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling other products shows customers you're concerned about all of their needs and empowers them to make an informed choice about the best products.

Specific Cross Selling Opportunities:

- **iCOOK™:** With iCOOK cookware, food looks better, tastes better and retains more nutrients through the exclusive the iCOOK VITALOK™ cooking method.
- **AMWAY HOME™ L.O.C.™ Kitchen Cleaner:** Contains naturally sourced ingredients in a powerful, biodegradable formula that cuts through tough grease and grime. Highly concentrated providing excellent value-for-money. Cleans leaving behind a brilliant streak-free shine with no harmful fumes or residue.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product

1 Month:

- Your customer has had time to use the product and at one month it is a great time to get feedback on their product satisfaction
- Make sure to ask your customer questions about how they are using the product and how often they are using it to get an indication of when they may need to re-order
- This product will likely last longer than other competitor products, however, how long it does last will vary based upon seasons, demographics of the family, lifestyle, laundry habits etc

3 – 6 Months:

- Follow up with your customer after 3 – 6 months to see if the product needs to be re-ordered or if they have any additional questions
- You may also want to take the opportunity to cross-sell additional products in the laundry category or newly launched product offerings

