

AMWAY HOME™ DISH DROPS™ SCRUB BUDS™ Stainless Steel Scouring Pads

KEY PRODUCT MESSAGE

These reusable scouring pad are ideal for scrubbing cookware and for use on a range of surfaces, from cook tops , non mirrored pots and pans to grills and crockery. It is rust-resistant and won't splinter or break apart . Dishwasher safe.

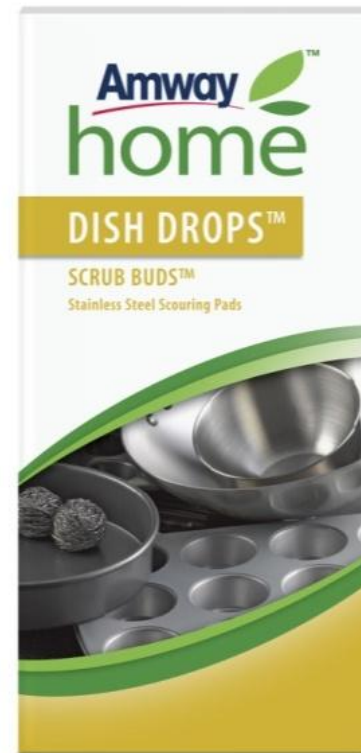
PRODUCT OVERVIEW

- AMWAY HOME™ DISH DROPS™ SCRUB BUDS™ are gentle enough to scrub fruits and vegetables yet tough enough to clean grills and rotisseries
- Gentle enough to use on iCOOK™ Stainless Cookware (non-mirror finish) and other non-coated cookware
- This versatile stainless steel scouring pad, easily scrubs away baked-on food and stains
- Made from one continuous stainless steel filament, DISH DROPS SCRUB BUDS rinse easily helping to prevent sour, mildew or rancid odours common to steel wool pads

TARGET CUSTOMERS

Conscientious customers who prefer a scouring product that :

- Is versatile, reusable and rust-resistant scouring pads
- Is long lasting and offers high-quality results
- Meets a wide range of cleaning needs



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FEATURES / BENEFITS

FEATURE	BENEFIT
High-quality, rust-resistant stainless steel scrubbing pads	Designed for use on non-mirrored cookware, glassware, stainless flatware, ovens, BBQ grills, tires and tools—even fruits and vegetables Can be used on iCook™ Stainless Cookware and other non-coated cookware—won't scratch or damage the inside and bottom surfaces
Made of one continuous stainless steel strand that won't splinter or break apart	Can be used over and over again—more durable than ordinary metal sponges.
Made from one continuous stainless steel filament	Can also be quickly rinsed to easily prevent the sour, rancid or mildew odors common to steel wool pads

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their dish care products
- Begin talking about how unique AMWAY HOME™ DISH DROPS™ SCRUB BUDS™ as they last twice as long as stainless steel metal scouring sponges and four times as long as steel wool pads
- Are you afraid that your scourers will damage the non-mirrored surfaces of your favourite cookware?
- Have you noticed that scourers do not meet your expectations and often need to be thrown away because of smells or rusting?
- Do you prefer products that offer value-for-money by being versatile?



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PRODUCT USAGE

HOW TO USE: AMWAY HOME™ DISH DROPS™ SCRUB BUDS™ are versatile and can be used for tough or gentle cleaning jobs both indoors and out. **If used on rust, wheels, tools, etc. do not re-use them on any cookware, as there may be residual contamination.**

- Use with DISH DROPS™ Concentrated Dishwashing Liquid
- To clean, simply stretch, rinse thoroughly with water and allow to return to their original shape
- Easily removes dried- or baked-on foods and is great for barbeque grills or rotisseries
- Can also be used to remove rust and grime from tools or other metal objects

DEMONSTRATION “Gentleness Demonstration”

Demonstrate how gentle DISH DROPS SCRUB BUDS are by rubbing them on a delicate nylon stocking.

DEMONSTRATION

- **Purpose:** Since DISH DROPS SCRUB BUDS are gentle enough for your nylon stockings, they are gentle enough for your pots and pans
- **Materials needed:** 1 new SCRUB BUD and 1 nylon stocking

Instructions:

1. Stretch the nylon stocking over your hand
2. Rub the stretched stocking with a SCRUB BUDS scouring pad
3. Point out that there is no snagging of the nylon even with the SCRUB BUDS scouring pad
4. **For a competitive demo, use steel wool pad and note the prickly feel of the pad, the effect on the nylon stocking and the steel residue left in the nylon stocking and on your hands**



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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:

- **AMWAY HOME™ DISH DROPS™ Concentrated Dishwashing Liquid:**
This is a powerful, concentrated liquid that delivers high-performance, long-lasting cleaning action, scouring away grime with just one drop. Biodegradable formula based on naturally derived ingredients is gentle on hands and on the environment. Effective even with cold water which helps reduce energy costs.
- **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

