

AMWAY HOME™ L.O.C.™ Glass Cleaner

KEY PRODUCT MESSAGE

Containing ingredients derived from nature, this glass cleaner effectively and safely cleans virtually all glass surfaces, leaving behind a brilliant shine without unsightly streaks and marks.

PRODUCT OVERVIEW

- Biodegradable, no-rinse formula, featuring BIOQUEST FORMULA™ technology, cleans and degreases glass and most shiny surfaces
- Allows you to clean surfaces effortlessly without leaving streaks or harmful residues
- Can be used to clean mirrors, windscreens, glass computer screens as well as flat screen, LCD and plasma TV screens

TARGET CUSTOMERS

Conscientious customers who prefer a cleaner that:

- Performs well yet also is safe for families and the environment
- Contains ingredients derived from natural sources and no harmful chemicals
- Is dermatologist tested



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FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable, no-rinse formula featuring BIOQUEST FORMULA™ technology contains active ingredients derived from natural sources and free of phosphates, harsh acids/alkalis and chlorine bleach	Cleans and degreases, powering away soil, grime, and fingerprints, leaving surfaces sparkling without streaks or harmful residue No harmful fumes; refreshing citrus fragrance contains essential oils
Concentrated formula	Value-for-money: one bottle equals four 500ml spray bottles, or 2 litres of ready-to-use product Reduces packaging waste

CONVERSATION STARTERS

- When you are engaging in a selling conversation with a customer, start by asking questions about their home and cleaning products she prefers. Having background information on your customer helps you select the right products for their needs.
- Would you prefer a glass cleaner that offers great value-for-money?
- Have you been looking for a glass cleaner that contains ingredients derived from nature and really works?
- Do you find that with your current glass cleaner that cleaning your glass and shiny surfaces leaves streaks or harmful residue?



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PRODUCT USAGE

- **HOW TO USE:** Use to clean windows, mirrors, windscreen, glass computer screens as well as LCD, plasma and flat screen TVs. Simply spray and wipe dry.
- **For general cleaning:** Add 375 ml of water to the 3:1 line of the AMWAY™ Pistol Grip Sprayer bottle, then add product to the 500 ml line.



- **With L.O.C.™ Wipes:** Add 3½ capfuls of L.O.C. Glass Cleaner to water in canister (water level is indicated on the canister)



DEMONSTRATION “A Streak-Free Shine Demonstration”

Demonstrate the incredible streak resistance that can be achieved with very little effort, using L.O.C. Glass Cleaner

DEMONSTRATION

- **Purpose:** the mirror treated with L.O.C. Glass Cleaner is sparkling clean! No streaks or smudges can be found
- **Materials Needed** Eye dropper, roller towel/ paper towels, glass mirror (preferably 14cm x 9cm), standard 3:1 dilution of L.O.C. Glass Cleaner

Instructions:

1. Fold a section of paper towel in half three times, creating an “applicator” that is eight layers thick
2. Use the eye dropper to carefully apply 0.5 ml of L.O.C. Glass Cleaner on the folded edge of the paper towel
3. Hold the folded towel at a 45° angle and gently touch this folded edge to the mirror then smoothly rub the surface with six passes to fully wet the surface
4. After 10 – 15 seconds, look at the dried film on the mirror surface – the mirror treated with L.O.C. Glass Cleaner is left sparkling clean without streaks or smudges



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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™ SCRUB BUDS™** These reusable scouring pads 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.
- **AMWAY HOME™ L.O.C.™ Soft Cleanser:** High-performance cleaner with a biodegradable formula that contains ingredients sourced from plants and minerals. Just a small amount handles tough spots and stubborn stains without scratching or leaving residue.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product
- Ask your customer if they have any questions about dilutions or if they require any additional Amway dispensing accessories (eg pistol grip sprayer, plunger dispenser)

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 concentrated product will likely last a lot longer than other competitor products, however, how long it does last will vary based upon individual cleaning habits, lifestyle etc

3 – 6 Months:

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

