

AMWAY HOME™ L.O.C.™ Multi-Purpose Cleaner

KEY PRODUCT MESSAGE

Our top-selling product for everyday surface cleaning. This powerful and versatile multipurpose cleaner gets every washable surface beautifully clean and streak-free without rinsing.

PRODUCT OVERVIEW

- The most versatile cleaning product, gentle enough to use as a hand cleaner for tough grease and grime, while powerful enough to tackle almost any job around the house
- Contains no harmful chemicals or abrasives, and leaves surfaces shiny and residue-free
- Contains naturally-derived ingredients that make it a safe choice **throughout** the home

TARGET CUSTOMERS

Conscientious customers who are looking for a multi-purpose cleaner that:

- Effectively cuts through dirt and grime, leaving a streak-free shine on all surfaces
- Is powerful yet safe for families, for the environment and even for hand cleaning



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FEATURES / BENEFITS

FEATURE	BENEFIT
Powerful and versatile cleaning Contains no phosphates, harsh acids / alkalis or chlorine	No dulling, no rinsing, no streaks even on glass This multi-purpose formula works for every job from little clean-ups to major messes
Safe and gentle for everyday use Has a neutral pH and a mild surfactant system that make it safe for use on all washable surfaces	Never leaves behind any harmful residue
Uses exclusive, biodegradable, earth friendly BIOQUEST FORMULA™ technology	Contains natural, renewable cleaning agents from sources like coconut oil that are kind to the environment and scour away dirt and grime build-up

CONVERSATION STARTERS

- While having a conversation with your customers make sure to highlight the products versatility and use on multiple surface types as well as its safe and gentle daily use capabilities.
- Do you find that you need a different cleaner for different washable surfaces
- Do you have the need for a multi-purpose cleaner and degreaser?
- Have you been looking for a safe cleaner for your children's playthings?
- Do the products you currently use to clean various surfaces leave streaks or not meet your high expectations?
- Do you prefer cleaning products that are environmentally sensitive?



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PRODUCT USAGE

HOW TO USE: Use on washable surfaces including tiles; fibreglass; non-porous/ sealed marble; counters; wall cabinets; washable walls; appliances; ceramic; plastic; vinyl; painted wood and all floor surfaces. **Do not use on untreated wood and porous surfaces.**

- **Measuring:** The cap of the one litre bottle holds 20ml of cleaner. The cap of the 250ml bottle holds 5ml of cleaner.
- **For general cleaning:** Mix 30 ml of product to 5 litres of warm water in a bucket. Wash surfaces, no rinsing required.
- **For spray cleaning:** Add water to the 450 ml line of the AMWAY Pistol Grip Sprayer bottle, then add product to the 500 ml line. Spray surfaces and wipe dry.
- **For hand washing:** Use undiluted. Rub onto hands. Rinse well.

DEMONSTRATION “Shoe Polish Demonstration”

Demonstrate how L.O.C. Multi-Purpose Cleaner can remove an “impossible” stain such as black shoe polish from hands while also showing how L.O.C. Multi-Purpose cleans up after itself by removing the resulting polish stains from the handkerchief as well.

DEMONSTRATION

- **Purpose:** Both your hands and the handkerchief are left clean, demonstrating the amazing stain-removing ability of L.O.C. Multi-Purpose Cleaner.
- **Materials needed:** Black shoe polish paste, white handkerchief, warm bowl of water, L.O.C. Multi-Purpose Cleaner

Instructions:

1. Smear a small amount of shoe polish onto the back of one of your hands
2. Pour a few drops (less than a capful) of L.O.C. Multi-Purpose Cleaner onto the hand. And rub the liquid carefully over the entire stained area
3. Wipe your hand thoroughly with a clean handkerchief
4. Place the dirty handkerchief into the bowl of warm water and agitate thoroughly for about one minute
5. Lift the handkerchief from the water and squeeze out the excess water and spread the handkerchief out – the stain is gone



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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™ 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.
- **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.

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 competitor products. A great recommendation would be providing them additional ideas for its use: for example hand cleaner especially when working with greasy or oily machinery

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

