

AMWAY HOME™ SA8™ Concentrated Fabric Softener

KEY PRODUCT MESSAGE

Specially formulated softener restores the soft, fluffy feel to clothes, towels and bed linens. Biodegradable BIOQUEST FORMULA™ technology features naturally derived ingredients that also minimize fabric wear and reduce wrinkles and static cling.

PRODUCT OVERVIEW

- Is a versatile value that is effective on both natural and synthetic fibres, it leaves no residues that can irritate skin and can be used on all washable fabrics.
- Safe for families and the environment.
- Available in Alpine Floral fragrance or Garden Blooms fragrance, which complements SA8 Liquid Laundry Detergent
- Highly concentrated for superior value: only 10 ml needed for a washload of 4 – 5kg
- Conveniently available in both 1 litre and 250ml sizes

TARGET CUSTOMERS

Conscientious customers who prefer a fabric softener that:

- Takes care of their clothing while being environmentally sensitive
- Uses naturally derived ingredients to restore the softness to all types of laundry
- Minimises fabric wear, reduces creasing and static cling



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FEATURES / BENEFITS

FEATURE	BENEFIT
Powerful yet gentle formula featuring biodegradable BIOQUEST FORMULA™ contains softening agents derived from natural sources	Restores softness in clothes and linen and maintains a absorbency in towels
Gently relaxes fibers, reducing creases and fabric wear	Making ironing easier and extending the life of clothing
Contains no phosphates, dyes or chlorine	Leaves no residues to irritate skin
Dermatologist and allergist tested	Safe for families and the environment
Features anti-static ingredients	Reduces static cling

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their laundry care products
- Begin talking about how we'd all prefer a safer, easier way to renew the softness of all laundry
- Would you like a fabric softener that has an all-in-one effect on your clothing in keeping clothes feel soft, reducing creases and static cling?
- Have you been looking for a fabric softener that is biodegradable yet remains effective and can help reduce the amount of time spent ironing?
- Is it important for you to have a product that is highly concentrated and offers value-for-money?
- Do you or someone in your family have skin that is irritated, especially by residues being left on their clothing?



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PRODUCT USAGE

HOW TO USE: SA8 Fabric softener is versatile and gentle – can be used for machine or hand washing.

- **Machine washing:** The cap of the 1litre bottle measures 20ml of product while the cap of 250ml bottle measures 5ml. Add 10 ml of SA8 Concentrated Fabric Softener with water to dispenser drawer.
- **Hand washing:** Add 5 ml of SA8 Concentrated Fabric Softener to 10 litres of final rinse water

NOTE: Always follow garment manufacturer's care instructions
Should the dispenser not be filled after adding the SA8 Fabric Softener, top up with water to fill dispenser

DEMONSTRATION “Static Cling”

Demonstrate how effective SA8 Concentrated Fabric Softener is at reducing static cling

DEMONSTRATION

- **Purpose:** the balloon treated with SA8 Fabric Softener will fall to the floor. The untreated balloon will cling to the wall. That's because SA8 Fabric Softener effectively combats static electricity. Fabric softener treated balloon does not cling to wall showing how it effectively eliminates static cling.

- **Materials needed:** SA8 Fabric Softener , spray bottle, 8 ounces (250 ml) tap water, 2 balloons (blown up and ends tied)

Instructions:

1. Mix 1/3 capful of SA8 Fabric Softener with 250 ml water in Pistol Grip Sprayer and shake thoroughly
2. Spray SA8 Fabric Softener solution on the surface of one balloon
3. While the solution is drying, show how static electricity can be transferred from one object to another. Rub the untreated balloon against your clothing, then hold it up to a wall and release it. The balloon will cling to the wall, indicating the presence of static electricity.
4. Hand the untreated balloon to a customer and invite them to try this test.
5. Hand the dried, treated balloon to a customer. Ask them to rub the balloon against their sleeve, then release it next to the untreated balloon.



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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™ SA8™ Premium Concentrated Laundry Powder Detergent:** Our best-selling laundry detergent delivers the ultimate in cleaning and stain-removing power via our exclusive BIOQUEST FORMULA™, which features family-friendly ingredients derived from natural sources.
- **AMWAY HOME™ SA8™ Baby Concentrated Laundry Powder Detergent:** A highly concentrated powder detergent approved by parents, pediatricians and dermatologists. Strong enough to power away stains and dirt—including organic and protein-based stains or body soils. Yet its naturally based formula leaves behind no residues that can irritate delicate skin.

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 require any additional Amway dispensing accessories (eg pour and measure cup)

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

