

AMWAY HOME™ SA8™ Prewash Spray

KEY PRODUCT MESSAGE

With this convenient, easy-to-use product, you get a powerful, effective stain remover. One quick spray on before washing lifts out oil, grease and many other tough stains. This targeted stain remover makes cleaning collars and cuffs simple and easy!

PRODUCT OVERVIEW

- Rely on it to remove tough grime the easy way, without scrubbing or soaking
- This is the prewash that works, and it works quickly
- When you use it prior to washing laundry with your chosen SA8 laundry detergent, the stain removal power improves an amazing 80%
- Being highly concentrated it delivers a great value
- Formula contains biodegradable Ingredients and is CFC-free

TARGET CUSTOMERS

Conscientious customers who prefer a stain remover that:

- Is easy to use and is proven effective
- Saves time by quickly and easily getting out even tough dirt and stains



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FEATURES / BENEFITS

FEATURE	BENEFIT
Contains biodegradable ingredients gentle but effectively removes tough dirt and stains, including oil and grease	Safe for use on all colourfast fabrics
Unique blend of cleaning ingredients requires no scrubbing or soaking	Convenient, effective way to treat collars and cuffs before washing

CONVERSATION STARTERS

- Start your conversation by asking your customer some questions about their laundry care products
- Begin talking about the exceptional performance of SA8 Prewash Spray
- Do you find that you are often too busy to do household chores like trying to treat difficult stains?
- Have you been looking a stain removal product that meets your high expectations?
- Do you and your family have concerns about product safety?
- Have you had to stop wearing one of your favourite items of clothing because it was badly stained?



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PRODUCT USAGE

HOW TO USE: Simple – spray and wash. Use on any washable, colourfast fabric, including permanent press items, at any temperature.

- For best results, treat stains promptly
- Hold can upright and spray on stain
- Wash clothing in usual manner

NOTE: Avoid spraying on washing machines, dryers, and painted surfaces

DEMONSTRATION “ Gum Demonstration ”

Demonstrate how SA8 Prewash Spray quickly and easily removes stubborn stains and spots

DEMONSTRATION

- **Purpose:** SA8 Prewash Spray contains special surfactants and solvents that successfully loosen gum from fabric – you can peel off the gum and remove the “impossible” stain
- **Materials needed:** Chewing gum, one 10cm x 10cm piece of 100% cotton cloth (white cloth), SA8 Prewash Spray

Instructions:

1. Chew a piece of gum until smooth (approximately 10 minutes).
2. Place chewed gum in the center of the cotton cloth and fold the cloth in half
3. Press gum down with thumb, open the cloth – the gum should spread about 4cm in length.
4. Hold the can of Prewash Spray 15cm away from the cloth and spray
5. Turn the cloth over and spray again on the back – allow to stand for one minute
6. Using your fingernail, peel the gum off the cloth, and discard



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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™ Concentrated Laundry Liquid Detergent:** This powerful detergent is designed to work effectively in cold temperatures (as low as 15 C). It can be used on all types of modern fabrics and works to keep black clothes looking black and colours bright. When you use it with SA8 Prewash Spray, you get great results – even on the toughest stains.

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

