

# AMWAY HOME™ L.O.C.™ Daily Shower Cleaner

## KEY PRODUCT MESSAGE

Cleans without scrubbing. Simply spray it on, then leave it on. Contains ingredients derived from natural sources that safely and effectively keep showers and other bathroom surfaces clean.

## PRODUCT OVERVIEW

- Daily use prevents build-up of hard water stains, soap scum and other bathroom grime
- This biodegradable cleaner uses exclusive BIOQUEST FORMULA™ technology
- The powerful biodegradable formula prevents build-up of bathroom grime, including hard water stains and soap scum, without scrubbing, wiping or rinsing. It leaves showers clean, fresh, streak-free and shining with no dulling or residue
- Safe for your family and earth friendly, it also stretches your budget, providing 2 litres of cleaning solution from just one 500ml bottle of product
- Leaves surfaces fresh and clean without rinsing

## TARGET CUSTOMERS

Conscientious customers who prefer a convenient shower cleaner that:

- Offers easy-to-use cleaning and reduces cleaning time by keeping showers grime-free with daily use
- Remains effective using with ingredients derived from natural sources that are safe for families and the environment
- Delivers value-for-money allowing them to make the most of household budgets



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## FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable BIOQUEST FORMULA™ technology that contains active ingredients derived from natural sources	Safely prevent build-up of bathroom grime, including hard water stains and soap scum  Safe for your family, your home, and the environment  Your next shower washes away grime, leaving a streak-free shine and fresh, clean scent—no dulling residue
No scrubbing, wiping or rinsing	Daily application keeps shower clean
Economical to use, 3:1 dilution ratio.	A great value—concentrated formula maximizes your cleaning needs for the shower

## CONVERSATION STARTERS

- When you are engaging in a selling conversation with a customer, start by exploring whether or not they have interest in products that are environmentally preferred and offer a high value for their money.
- Would you prefer a shower cleaner that that effectively cleans without harmful fumes or residues, contains ingredients derived from nature and is safe for your home, family and the environment?
- Do you find it takes a lot of time, scrubbing and effort to get your shower as clean as you'd like it to be?
- Would you prefer a convenient daily spray-on shower cleaner that prevents the build-up of water stains and soap scum and offers value-for-money?



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## PRODUCT USAGE

**HOW TO USE:** Spray daily on shower surfaces\*, including ceramic tile. After showering, spray surfaces and allow fixtures and cubicle to dry naturally, no rinsing off required. The convenient way to keep your shower clean and fresh smelling, every day.

- **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.



- **For heavy hard water deposits:** Pre-clean your shower using a 1:1 dilution of L.O.C. Bathroom Cleaner first.

\* Not for use on wood, marble or natural stone.

## DEMONSTRATION “No Dulling Residue Demonstration”

**Demonstrate** the ease of use and effectiveness of L.O.C. Plus Daily Shower Cleaner – no streaks, no scrubbing, no problem!

### DEMONSTRATION

- **Purpose:** The tile treated with L.O.C. Daily Shower Cleaner will be clear and glossy, virtually identical to the untreated tile piece. No hazy, dulling residue is left behind.
- **Materials Needed:** 3:1 dilution of L.O.C. Daily Shower Cleaner in the AMWAY™ Pistol Grip Sprayer bottle, Plastic pipette/eyedropper, two pieces of black glossy ceramic tile, paper towel

#### Instructions:

1. Mix a 3:1 dilution of L.O.C. Daily Shower Cleaner and tap water in the spray bottle
2. Using the pipette, carefully dispense diluted L.O.C. Daily Shower Cleaner onto one of the clean ceramic tiles, covering the entire surface
3. Place the treated tile upright on a section of paper towel, allowing the excess product solution to drain and air-dry
4. Compare the dried, treated tile with the second, untreated tile



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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.™ Bathroom Cleaner:** Safely and effectively eliminates even the toughest bathroom stains, including soap scum and limescale deposits, while preventing grime build-up. Does so with naturally based ingredients and no harmful abrasives, so bathroom surfaces are shiny and residue-free.
- **AMWAY HOME™ L.O.C.™ Multi-Purpose Cleaner:** Highly concentrated, versatile and easy-to-use as a spray or bucket solution cleaner. It's a powerful, safe way to clean, using ingredients derived from natural sources, throughout the home.

## 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)

### 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

