

# AMWAY HOME™ L.O.C.™ Bathroom Cleaner

## KEY PRODUCT MESSAGE

Safely and effectively eliminates even tough bathroom stains, including soap scum and limescale deposits.

## PRODUCT OVERVIEW

- This biodegradable cleaner uses exclusive BIOQUEST FORMULA™ technology
- Quickly and easily dissolve soap scum
- Safely and effectively cleans most bathroom surfaces
- Allows you to wipe away grime without hard scrubbing or harmful fumes
- Leaves a streak-free, residue-free shine

## TARGET CUSTOMERS

Conscientious customers who prefer a bathroom cleaner that:

- Handles tough bathroom cleaning chores, wiping away grime
- Performs well yet also is safe for families and the environment



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## FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable BIOQUEST FORMULA™ technology that contains active ingredients derived from natural sources	Dissolves soap scum fast, cleaning most bathroom surfaces easily
Contains no phosphates, harsh acids/alkalis or chlorine bleach	No harmful fumes or residues; leaves a safe, streak-free shine  Refreshing citrus fragrance contains essential oils
Concentrated formula that gives you a significant value-for-money	One bottle of concentrated cleaner equals four 500ml spray bottles (2 litres) of ready-to-use product

## 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 bathroom cleaner that contains ingredients derived from nature?
- Have you been looking for a bathroom cleaner that effectively cleans without harmful fumes or residues?
- Do you find it difficult to clean away grime on bathroom surfaces without harmful abrasives, phosphates, harsh acids and alkalis or chlorine bleach?



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## PRODUCT USAGE

- **HOW TO USE:** Spray it on most washable bathroom surfaces\*, including ceramic tile, fiberglass, porcelain, stainless steel, tiles, plastic and vinyl. Simply wipe away with a damp sponge or cloth.
- **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:** Use a 1:1 product dilution. Spray, allow to stand for several minutes before wiping clean.



- **With L.O.C.™ Wipes:** Add 2 capfuls of L.O.C. Bathroom Cleaner to water in canister (water level is indicated on the canister)



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

## DEMONSTRATION “Hard Water Deposit Demonstration”

**Demonstrate** how quickly L.O.C. Bathroom cleaner chemically reacts with inorganic deposits (similar to hard water scale found in most bathrooms).

### DEMONSTRATION

- **Purpose:** Baking soda is composed of sodium bicarbonate, chemically similar to the lime scale buildup found in most bathrooms. This demonstration shows the power of the organic acid used in L.O.C. Bathroom Cleaner, power that allows it to attack inorganic deposits in a most dramatic way.
- **Materials Needed:** Baking soda (bicarbonate of soda), L.O.C. Bathroom Cleaner, glass measuring cup & spray bottle, ½ teaspoon (2.5 ml) measuring spoon

### Instructions:

1. Mix a 1:1 dilution of L.O.C. Bathroom Cleaner and tap water in the Pistol Grip Sprayer dilution bottle
2. Add 2.5 ml (about 1 – 2 grams by weight) of baking soda into the measuring cup
3. Pour 60 ml of 1:1 dilution L.O.C. Bathroom Cleaner into the measuring cup
4. Watch in amazement as L.O.C. Bathroom Cleaner attacks the baking soda, causing foaming and fizzing to occur



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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.™ Glass Cleaner:** Using ingredients derived from nature, effectively and safely cleans virtually all glass surfaces, leaving behind a brilliant shine without unsightly streaks and marks.
- **AMWAY HOME™ Toilet Bowl Cleaner:** Great at removing lime scale, it powers away tough stains and unpleasant odours, all without harming plumbing and septic systems. Biodegradable formula contains no harsh chemicals and includes natural acids derived from plants for safe, effective cleaning.

## 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

