

AMWAY HOME™ L.O.C.™ Kitchen Cleaner

KEY PRODUCT MESSAGE

This is a highly concentrated, great performing kitchen cleaner leaves behind a brilliant streak-free shine with no harmful fumes or residue.

PRODUCT OVERVIEW

- Containing naturally-derived ingredients in a powerful, biodegradable formula, this high-performance kitchen cleaner cuts through tough grease and grime on cook tops, appliances and kitchen countertops
- Contains naturally-sourced active ingredients, making it ideal for use on cook tops and all washable kitchen surfaces.
- Makes quick work of spills and grime, without streaks, harmful fumes or residue and the highly concentrated formula provides significant cleaning power for your money

TARGET CUSTOMERS

Conscientious customers who are looking for:

- A powerful product that cleans kitchen surfaces effectively
- Products that deliver exceptional value-for-money, allowing them to make the most of household budgets



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FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable BIOQUEST FORMULA™ technology contains active ingredients derived from natural sources – including two coconut oil derivatives	<p>Powers away grime and dirt without phosphates, harsh acids / alkalis or chlorine</p> <p>Usable on all sealed, washable kitchen surfaces</p> <p>No-rinse formula leaves surfaces hygienically clean, streak-free and shiny, without harmful fumes or residue</p>
One bottle of cleaner equals four 500ml bottles (2 litres) of ready-to-use solution	<p>True value-for-money</p> <p>Reduces packaging waste – one bottle gives many uses</p>
Fresh, clean scent	Deodorises and refreshes surfaces with a light citrus fragrance that contains essential oils

CONVERSATION STARTERS

- When it comes to cleaning up around the kitchen, few products compare to L.O.C. Kitchen Cleaner. Start your conversation by asking your customer some questions about their cleaning products.
- Is cleaning up tough spills, stains and grime in the kitchen a concern because of harmful residues, chemicals or fumes?
- Would you prefer a product that is powerful enough to clean up the kitchen yet is still safe for your home, family and the environment?
- Would you prefer to buy a kitchen cleaner that **really does** give a lot of cleaning for your money?



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PRODUCT USAGE

HOW TO USE: Use to clean sealed non-porous kitchen surfaces eg stovetops, counters, sinks, etc

- **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. Spray and rinse or wipe with a damp sponge or cloth.



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



DEMONSTRATION “Permanent Marker Demonstration”

Demonstrate the importance of product concentration and flexible product strength when confronting “impossible stains”

DEMONSTRATION

- **Purpose:** AMWAY HOME™ L.O.C. Kitchen Cleaner Concentrate is intended to be diluted for most cleaning jobs, but in extreme situations, it's nice to know this concentrated product has the strength to remove one of the toughest, “impossible” stains
- **Materials needed:** blue permanent marker, roll of paper towel, section of kitchen countertop or laminate with a matte finish, L.O.C. Kitchen Cleaner and competitive cleaner

Instructions:

1. Begin by making two “X” marks on the countertop or laminate with the blue marker
2. Spray a generous amount of competitive kitchen cleaner onto a folded piece of roller towel/ paper towel
3. Using the saturated paper towel, attempt to remove one of the “X” stains., the marker stain will smear a little, but will not be removed, even with extensive rubbing.
4. Now open the L.O.C. Kitchen Cleaner Concentrate and saturate a new section of folded paper towel (use undiluted for this demonstration)
5. Rub the other “X” stain with the L.O.C. Kitchen Cleaner saturated roller towel/ paper towel, the entire stain will be completely removed after several seconds of wiping
6. **For added effect, use the same L.O.C. Kitchen Cleaner roller towel/ paper towel to remove the remaining competitive kitchen cleaner “X” stain**



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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:

- **iCOOK™:** With iCOOK cookware, food looks better, tastes better and retains more nutrients through the exclusive the iCOOK VITALOK™ cooking method.
- **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 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

