

# Cleaners / Degreasers

pH 13.5



blue

pH 7.0



pink

pH 10.0



red

pH 13.0



red  
no fragrance

pH 11.2



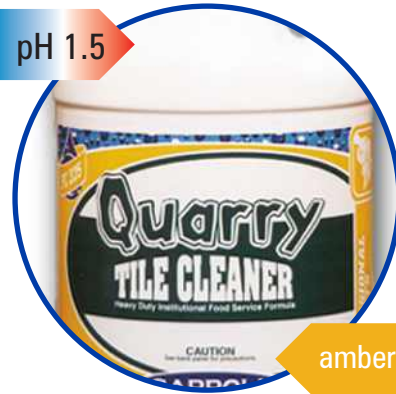
dark red

pH 11.7



orange

pH 1.5



amber

pH 12.0



red-brown



## Product Presentations and Demonstrations

Products: **Quarry Tile Cleaner**      **Cowboy**  
          **Super Six**                            **Orange All**  
          **Cardinal**                           **Solves It**  
          **Devour**                             **Door Knocker**

After the salesperson determines which product he/she wants to sell the prospect, this is your presentation and demonstration for all the above products.

Mr./Mrs. Prospect the reason I am recommending this product for your application is that this product (name the product) has **four** very unique features that turn into four great benefits for you.

**First** this product has the ability to “penetrate” the most difficult soils. Note: You must penetrate the soils or you have no chance of removing them.

**Second** this product will “loosen” the soils from the surface that it is attached to. We call this “ surface tension relievers”.

**Third** then this product will “emulsify” the soils breaking them up into smaller particles.

**Forth** it will then “float” the soils or hold them in suspension so that you can remove them with your cleaning instrument. Note: *Now let me show that to you.*

First using the Q Tip put a small amount of Bunker Oil in the center of the white tile, then spread the oil all over, covering the complete tile. Next cup the tile in your hand with a white wiper behind the tile, then spray the bunker oil with the diluted cleaner in the small 6 oz. spray bottle letting the cleaner do its work. Show the prospect the results.

Close the sale: *I can have that product on this week’s delivery truck, can we go ahead and get started?*

