

January 2009

To All PowerBoss Dealers:

As we enter a new year, many of us might like to forget 2008 as a year filled with economic difficulties and significant challenges. Idled factories and curtailed funds available for capitol investments has made it harder to close sales for new cleaning equipment.



For those of you that have not yet tapped into the opportunity to sell PowerBoss branded cleaning chemicals, NOW is the time! Cleaning chemicals are consumables, meaning they are needed on a continuous basis as long as there are areas to clean. Unlike the approval process needed for equipment, cleaning chemicals are an ongoing necessity whose purchase cannot be delayed when economic times are tough. For a business, that can mean a continuous revenue stream from chemical sales in good times and bad. For the sales professional, that means ongoing commissions and a supplement to equipment sales to meet performance goals.

In a challenging economy, selling quality cleaning chemicals under the PowerBoss brand name will help set your company apart. Contact your PowerBoss Division Manager to learn more about PowerBoss branded cleaning chemicals.

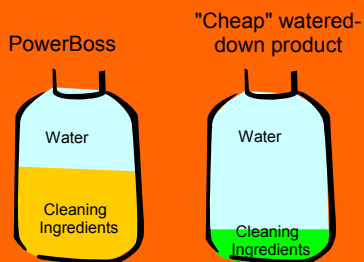
*Cleaning chemicals are consumable, meaning they will be needed on a continuous basis as long as there are areas to clean.*



Introducing....**PowerCasts**, sponsored by PowerBoss and Multi-Clean. These short audio presentations are designed to help distributors and their sales people understand and sell the benefits of the PowerBoss brand of cleaning chemicals.

**How do I listen to a PowerCast?** It's simple if you have a computer equipped with a media device like Windows Media Player or iTunes. Just double click on the PowerCast icon and it should start automatically. You may also save the mp3 to listen later on an MP3 player. [Listen NOW to the January PowerCast.](#)

### Example Cost of Diluted Product



Sell Price: \$12.00/gallon  
Scrubber Tank Size: 65 gallons  
Dilution: 1 gallon per tank  
Diluted Cost:  $12 \div 65 = 18\phi$

That means, when diluted properly, the chemical costs only 18¢ per gallon.

Below are some benefits and quick tips to help you realize success in selling PowerBoss brand cleaning chemicals.

**HIGHER MARGINS!!!** Chemicals are well known to have comparatively high margins, usually in the 35-50% range.

**Don't Commoditize!** You get what you pay for with cleaning chemicals. Too many salespeople will perpetuate the myth that all cleaning chemicals are the same. When you are doing a demo, referring to the product put into a solution tank of the scrubber as "soap" implies anything will work. Bottom line, the PowerBoss branded cleaning products are concentrated and not "watered down". When doing a demo, particularly with the PowerBoss products, don't just glug glug the product into the solution tank, take the time to properly measure.

**Save your customer \$\$\$\$\$:** Concentrated cleaning chemicals like the PowerBoss Degreasers are meant to work at the prescribed dilutions. Using twice as much does not make the product cleaning twice as well. Using products properly will save your customer money. You should know and understand how to calculate the cost of cleaning chemicals in dilution.



**Give your customer control:** A dispensing system that automatically dilutes the chemical at the prescribed dilution can reduce waste even more. This type of system helps prevent mis-measurement that ultimately results in waste.

**Sell the System:** It only makes sense that PowerBoss equipment should use a cleaning product designed for use with the machine. That means PowerBoss branded products!



*PowerBoss RapidFill 40 Dispensing Station*



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**A Complete  
Cleaning  
System**

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Multi-Clean, a PowerBoss sister company, is recipient of a prestigious EPA Environmental Award in recognition of the company's proactive environmental efforts in the cleaning industry. PowerBoss **Power Green** is certified green by the U.S. EPA Design for the Environment. Look for this logo (🌱) as your customer's assurance that the product is truly green.



Click [HERE](#) to view the spec sheet for Power Green.

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