

# **GUIDE**

## **OF THE PERFECT DEMONSTRATION**





## WHY A DEMONSTRATION ?



- To Sell – Making Business
- A product which needs to be seen to be sold
- 2 demos will generate 1 sale (50% approximately)
- To validate the efficacy of the product
- Enable the customer to play with the machine





## BEFORE THE DEMO :

- Make sure that the key decision makers are present :
  - ➔ Cleaning / Maintenance Team
  - ➔ Buying Dpt.
  - ➔ Health and Safety



- Give an estimated budget to the customer
- Validate needs of a bio part washer
- Make sure the customer prepare dirty parts
- Use Marketing tools : videos – comics – brochures



## DURING THE DEMO

### ■ Important Information to know :

- ➔ The type of parts they clean
- ➔ Difficulties encounter
- ➔ The cost of their current part washer
- ➔ How often they change their solution?
- ➔ They satisfaction about the efficiency
- ➔ Let the customer « play » with the machine.







## ■ Interests :

### Operator's health

- Solvent free
- Non toxic, safe
- Not flammable
- Water-based: pH neutral



**You are working in optimal hygiene and safety conditions.**

### Efficiency

- Constant cleaning quality thanks to bioremediation
- Efficient cleaning on any type of dirt
- No greasy residue on parts
- Parts are protected from corrosion



**You get a higher finishing quality than with solvents or saponifiers.**

### Economical

- Microorganisms continuously regenerate the liquid
- Lid to limit evaporation
- Washable and reusable stainless steel filters
- Longer lifetime of the bath



**You control your consumption of consumables.**

### Environment

- No VOC emission (responsible for global warming)
- Sharply reduces wastes compared to solvent and saponifiers
- Natural biodegrading process by 1st class microorganisms



**You contribute to the protection of our environment**



## FAQ :

### **What is the quantity of grease that micro organism can eliminate ?**

The daily capacity is 400 grams of grease a day – roughly 2KG per week or even 10 Kg a month !

### **How safe is the Blue Liquid compared to solvent ?**

Aqueous and pH neutral solution, based on specific tensides, it is non toxic and not flammable. Solvent and safety-label free product. You do not need any specific safety equipment – even if we always recommend them.

### **Will the Blue Liquid will damage plastic parts – seals ?**

NO ! Unlike dangerous solvents – the Blue Liquid is absolutely safe for plastic parts !

### **What kind of liquid can we pour into the Bio Washer ?**

No other liquid than the Blue Liquid should be added into the solution. In no cases. It would then alter its performance and its technical parts.

### **What if the Washer is OFF for more than 72 H ?**

Unlike other parts washers – you do not need to change the full solution. You simply have to add an extra tab to regenerate the solution. After annual leave for example – turn the washer ON – Add an extra TAB – wait for 2 to 3 hours and start playing!

### **What is the electricity consumption?**

278wh.

### **Any corrosion on the parts ?**

The Blue Liquid contains an corrosion inhibitor – limiting corrosion. Nevertheless – for very sensible parts – we do recommend to limit soaking time – make sure parts are perfectly cleaned and make sure they are dry.

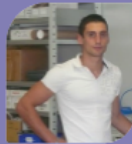
### **How to get rid off the Liquid after 18 months / 2 years ?**

Blue Liquid is then a mix of oil / water. Two options : either liaise with your local waste management company or use the on-site-interceptor. Should you deal with your local waste management – liquid will be classified as a water based product: cheap.



Following a check, someone alerted me to the dangers of solvents. Now, the biological parts washer means I can do more for the workers' health. It's only a small improvement in working conditions but it's really important.

CL – Safety & Environment Manager



At first, I was sceptical about the biological washing unit's effectiveness, but the results are astonishing. It's more effective than our old unit and the product really does loosen dirt, though without damaging plastics.

BN – Maintenance Department Manager



For years, I didn't realise it was costing me a fortune. I went to a demonstration of the biological washing unit, and immediately bought one!

RC – Vehicle Dealer



When you rent a conventional washing unit, you're left in the dark, as there's nothing to stop prices increasing enormously. Now we own our units, I only need to buy the tablets. Our costs are under control, and we're saving all the time.

BC – Industrial Purchasing Manager





## AFTER THE DEMO

- One machine sold will generate consumables :

- ➔ Bio Liquid + tabs
- ➔ Regular Follow up with customers

- Example for 7 partswasher sold :

	2013	2014	2015	
<b>Bio Washer</b>	14 000			
<b>Bio Liquid</b>	5 775	5 775	5 775	
<b>Bio TAB</b>	2 520	2 520	2 520	
<b>Total</b>	<b>22 292</b>	<b>8 292</b>	<b>8 292</b>	<b>38 876</b>

- ➔ Do not forget the huge potential!
- ➔ Sales schema a bit longer than traditional :
  - Important to leave a complete file after Demo
    - MSDS / Brochures / Business Cards
  - Important to leave Offer after Demo
  - Important to call after a few days
  - Regular Follow Up







## AMAZING POTENTIAL

- Industry, transports, leisure, community, construction, food industry, electronics, textile, medical...

You'll love the Application Guide! Sales Sales Sales...!

