

**Problem:** Are you taking the paint off trucks along with the dirt?

**Solution:** Prodigy

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**Did you know that** many truck cleaning products are actually corrosive? Sure, they wash away the surface dirt, but since they work like paint strippers, they also wash away a microscopic layer of paint.

Eventually, the result of using these caustic chemicals is a dull looking finish, where there used to be a bright, shiny surface. The customer wonders why his equipment seems to be aging so quickly.

**But contractors who try Prodigy** by EnviroSpec see at first glance that its superior degreasing properties are simply better at removing

tough road grime. And the sparkling high-gloss finish that's left makes the entire fleet look new.

Which is probably why the major carriers clean hundreds of thousands of their vehicles with Prodigy, making it the number 1 selling truck wash in the country. Find out more at [EnviroSpec.com/Chem\\_Prodigy.htm](http://EnviroSpec.com/Chem_Prodigy.htm)

Looking for a high-foaming alternative? New Black Jack is perfect for hot climates where water evaporates quickly. It also rinses faster when using hot water.

So from now on, take off the dirt—and only the dirt.



## Marketing 101: It's all about the customer.

by: Tom Tortorici

**From our point of view,** we're focused on the services we offer in order to make a living. Is that what's important to customers? Not really. What they care about are the ultimate benefits *they* derive from those services: having a building, or fleet, or whatever it is, that looks great to them and to others, and that will also last a long time.

So *start there* in formulating your marketing message, whether it's delivered in print, online or in person. Put yourself in their shoes, and think about what *you* expect from any contractor.

**When you're trying to make** a sale, what objections, concerns or questions do you most often hear? Customers want to achieve their desired result without a lot of cost, time, risk and hassle. So address those issues up front, before the prospect even brings them up. If you can get the job done

quicker, or if doing a better job means less-frequent cleanings—thereby saving them money—then that's your competitive advantage, and it's surely worth mentioning up front.

**The best selling techniques** involve less talking and more listening. For instance, listen for clues about problems they may have had with previous vendors. Then mention why your techniques, supplies or work ethics make those issues go away.

**If you've been selling your** services for a while, you know that buying decisions aren't made purely on a basis of logic. Emotional aspects do come in to play. For example, the best contractor in town can still fail if he hasn't learned to build up a sense of trust among his business prospects.

If you can give them references or testimonials from other people like

them, they're more likely to trust you. If you seem to genuinely understand the issues and pressures they're dealing with, they'll be much more inclined to do business with you.

### **Ask the right questions.**

If they say they already have a mobile wash contractor, don't just toot your own horn. Ask them, for example, if that contractor uses bleach or chemicals that you know to be corrosive. Then explain the damaging nature of those substances. In other words, plant a seed of doubt about their current or previous purchase habits.

The thing is, you can't force anyone to buy. But if you say the right things in your marketing, people will come to their *own* conclusion that you're the smartest choice.

So just stay focused on *their* needs, and *your* needs will be met by default.