

Tips for Success

Preparation

First, make sure you know your audience and tailor your presentation to their specific floor care problems and concerns. Is sand the biggest problem? Or is it water or snow? Or a combination of both?

Second, make your demo as relevant to your customer as possible. For example, match the competitive product you use in your demo to what the customer is presently using or evaluating for possible purchase.

Third, prepare for your sales call by anticipating and identifying potential matting applications. Do this on the previous call or as you arrive.

Fourth, never attempt a product demo you're not prepared to do. Practice before you go public.

Sales Approach

- Focus the customer on the main benefits he or she will receive from a 3M™ Nomad™ Entrance Matting System:
 - Better building appearance
 - Protected floors
 - Lower maintenance costs
 - Safer floors
- Don't assume the customer understands the functionality of the 3M Nomad entrance matting system. **Use the demo early in the sales call. It will shorten the buying cycle dramatically.**
- Right after the demo, take the customer to the area where the 3M Nomad matting system will be used. Make suggestions for additional matting applications on the way.

Collecting Input

- Use a tape measure to help your customer visualize matting dimensions. Given the opportunity to survey areas where mats are proposed, the customer will most likely buy more and/or larger mats than what they may initially have anticipated.
- Write down the customer's estimate of traffic and soil levels at each location.
- Using a 4" x 6" matting sample, check door clearance along the entire swing of all doors. Point out problem areas to the customer.
- Check the exterior design of the entrance. Is it covered or uncovered?
- Measure recessed well dimensions and depth.

Recommendations

Based on the customer's "hot buttons" for traffic, soil levels and physical surroundings, make appropriate recommendations for a 3M Nomad entrance matting system.

Doin' the Demo

3M™ Nomad™ Entrance Matting System

Materials Needed

- Samples of each of the three main products in the Nomad matting line:
- 3M™ Nomad™ Scraper Matting—coiled web scraper matting
- 3M™ Nomad™ Scraper Matting—z-web scraper matting
- 3M™ Nomad™ Carpet Matting—dual-fiber carpet matting
- 10" x 12" black floor tile with four coats of floor finish.
- Competitive carpet matting.
- A bottle filled with sand.
- A bottle for water. (Don't forget to fill it!)
- Sand demo shaker jar.
- Laminated tip sheet.
- Paper towel or absorbent cloth.

Demonstration Directions

1. Lay the mats out inside the demo bag in the following order (from right to left or left to right, whichever is most comfortable for you):
 - The highly polished floor tile, which represents the customer's floors
 - A sample of a competitive carpet mat (you can also use a sample of the customer's own current matting if you can get it)
 - A 3M™ Nomad™ Scraper Matting 8150 sample (coiled web)
 - A 3M™ Nomad™ Scraper Matting 9100 sample (z-web)
 - A 3M™ Nomad™ Carpet Matting 8850 sample (carpet)
2. Start by sprinkling a tiny bit of sand on the finished tile. Then demonstrate, by rubbing the sand around with your hand, how easily the tile gets scratched by even a tiny bit of sand. This is an excellent time to point out that **without adequate matting, 42% of a floor's finish can be removed within the first six feet of an entrance by only 1,500 people.**
3. Next, spread the sand evenly over each mat, starting with the competitive mat and working your way down the line of 3M Nomad mats. Tap the mats with your hands to simulate foot traffic. This is a good time to inform them that **it can cost more than \$500 to remove just one pound of dirt after it has been tracked into a building.**

4. Point out how the sand sits on top of the competitive carpet matting and how it falls into the 3M mats, where it's trapped, held and hidden. Invite the customer to put their hand down on all the mats and show them how much more sand gets on their hands from the competitive matting. Mention that **80% of the dirt comes into a building through the front entrance.** And how **up to 24 pounds of dirt can be tracked into a building by just 1,000 people per day in a 20-day work period,** without proper matting.
5. Now wet your hand with the water bottle (be careful not to make too much of a mess, especially if you're in the customer's office). Dab your moistened hand on each of the matting samples, comparing the amount of sand that adheres to it in each case. There should be far more sand from the competitive matting; in fact, **3M Nomad scraper matting removes up to 72% more dirt than other types of entrance matting.** If you want, you can rub the tile after you touch the competitive matting and demonstrate again how quickly the sand damages the floor finish.
6. Now take the water bottle, and starting with the competitive mat and ending with the Nomad carpet mat, pour a generous slug of water directly on the mats. Point out how the water pools and splashes off the competitive mat and how it virtually disappears into the Nomad matting. Invite them to feel how dry the Nomad matting remains while you explain how **3M Nomad carpet matting removes more combined dirt and water than any other carpet matting,** and that **a 30-foot 3M Nomad matting system can remove virtually 100% of the dirt from shoes.**
7. Once your customer has seen the clear superiority of the 3M Nomad entrance matting system, they will most likely ask about pricing. Be prepared to discuss the cost advantages of Nomad matting and to ask the customer if you could take a survey of their facility. Then offer to put together a proposal for a complete system.

Clean up

1. When you have completed the demonstration, be sure to thoroughly clean out the sand and water from the mats.
2. Then take the mats out of the bag and stand them upright to dry overnight.



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Minimum 10% Post-Consumer Fiber

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