

Synergistic Polymer Technology



16%



18%



20%



23%



24%



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Floor Finish - Presentation & Demonstration

Products: **Ten**
Level Best

StarLight
Pro-Tract
Polaris Ultra

After the salesperson determines which product he/she wants to sell the prospect, this is your presentation and demonstration:

Mr./Mrs. Prospect taking into consideration what you have just shared with me about your desires for a floor finish, and understanding what equipment, personnel and budget you work with, I would like to recommend:

- { Choose one
1. Our product “**Ten**” is a 16% solids product.
 2. Our product “**StarLight**” is a 18% solids product.
 3. Our product “**Pro-Tract**” is a 20% solids product.
 4. Our product “**Polaris Ultra**” is a 23% solids product.
 5. Our product “**Level Best**” is a 24% solids product.

Now let me tell you **WHY**.

Though the percent of solids in any product is important, what is even more important is the quality of those solids. (Now showing the two small containers of polymers) Explain the difference and advantage of the #1 grade polymer over a #5 grade polymer; that being the fact that a #1 grade polymer dries crystal clear and a #5 grade polymer dries to an amber color, thus requiring more constant stripping and maintenance.

Now show the black tile with the chosen finish on it. Let the prospect hold the tile in their hands and observe the gloss. Now explain the resistance the chosen finish has to staining and damaging from spills of soda, fruit juice, punch, catsup and in this products case even “ACID”.

Now, take the tile, place it on the table, and pour a small amount of the 9.5 % Bowl and Porcelain Cleaner on the tile (about the size of a quarter). Now, drop a few grains of the calcium onto the acid and observe the dissolving of the calcium.

After a minute or two, blot the acid with a white wiper, rinse with a little clear water and dry with a wiper. Now, hand the tile to the prospect for their observation. Note: *No marking*.

Now close the sale:

Mr./Mrs. Prospect I can have that on this week’s delivery. May I write it up?

