



7 SIGNS YOU'RE WORKING WITH A BEST-IN-CLASS DISTRIBUTOR

7 SIGNS YOU'RE WORKING WITH A BEST-IN-CLASS DISTRIBUTOR

Keeping your janitorial closets stocked is only one way a distributor can help your business. With a best-in-class vendor, you get more than good products at a good price—you get a true partner who goes above and beyond to make you successful.

Curious whether your distributor relationship is truly delivering? Ask yourself these seven questions.

1. IS MY REP KNOWLEDGEABLE?

A good sales rep is more than an order taker. He should be well versed about his company's catalog and industry trends. Bonus points if the distributor has a dedicated equipment specialist on staff who knows the products well enough to provide support before and after the sale.

2. CAN I GET ON-SITE AUDITS?

Although distributors' value-added services vary, many offer a variety of helpful assessments. Many will measure buildings for workloading purposes, use ATP meters to test contamination levels, or use gloss meters to evaluate the effectiveness of floor finishing procedures.

3. AM I GETTING HELP WITH WORKLOADING?

Anyone can hand you a copy of ISSA's Cleaning Times book. A great distributor will assist you with workloading based on your specific facility, staff, and equipment. They'll be a partner in creating smart cleaning systems that maximize your bottom line.

4. DO I GET TRAINING ASSISTANCE?

Whether free or available for a fee, on-site training is an incredibly valuable service. The best distributors not only offer initial training for new equipment, but also retraining as needed for new employees or new techniques.

5. IS MAINTENANCE A PRIORITY?

No one likes a hit-and-run approach to sales. Better is a distributor who not only sells you equipment, but also provides a maintenance checklist, offers a preventative maintenance program, and has its own service center to handle repairs.

6. DO THEY DELIVER?

Distributors should be dedicated to making your life easier. For BSCs, this means they will deliver your orders directly to the locations you service. Also, it means they have enough vehicles and techs to quickly arrive on site to handle service requests.

7. AM I GETTING HELP MAKING SALES?

A strategic partnership with a distributor can particularly help BSCs who lack marketing and sales skills. The vendor can help with big-picture marketing efforts, assist with sales calls, and provide solid leads.

ABOUT TORNADO

Tornado Industries, Inc. is dedicated to delivering “Best-in-Class” commercial and industrial cleaning equipment and after-sale service that meets and exceeds the expectations of our customers. In the industrial cleaning business for over 85 years, Tornado® has a strong entrepreneurial history of partnering with in-house cleaners, contractors and facility managers to provide cleaning solutions that deliver innovation, reliability and competitive pricing.

Thanks for taking the time to download this ebook. If you would like to explore additional topics pertaining to running a cleaning business visit the [Resources section](#) on our website. For more information about Tornado products and services, or to schedule a product demonstration, visit our website at www.tornadovac.com or contact our sales and marketing team directly at marketing@tornadovac.com.

CONTACT US:

333 Charles Court, Ste. 109

West Chicago, IL 60185 USA

Toll-free: 1.800.VACUUMS

marketing@tornadovac.com

www.tornadovac.com

