



Distributor Sales Training

Reckitt Benckiser Professional Distributor Training Program is designed to help **create value** for your business **by educating** your sales representatives about the safe and effective use of our chemical products and facility sanitation programs. Your sales team will be empowered to pass this knowledge – and value – on to your customers.

The program gives you **access to** a highly qualified trainer available to conduct on-site training sessions. A registered nurse by profession, **MaryAnn Custer** has extensive first-hand experience working in germ-sensitive environments. She has also conducted numerous educational seminars and is skilled at presenting highly technical information in an **easy-to-understand format**.

- Member of the Association for Professionals in Infection Control and Epidemiology (APIC)
- Developed and implemented first preventative Infection Control Program in high school athletics

Program will provide you with:

- Ability to assist customers in choosing high quality, cost-effective cleaning programs that meet their individual needs
- Ability to comfortably discuss the use of chemical germicides with customers
- Knowledge of government regulations including OSHA, CDC, EPA, JCAHO

Training includes:

- Comprehensive Infection Control Program that includes the proper use of chemical germicides
- “Hands on” use of Reckitt Benckiser Professional sales materials, training tapes, wall charts and program selling kits
- Easy-to-follow program that promotes open dialogue and questioning

Each distributor training session includes
up-to-date information
as well as tips to help your sales team sell
Reckitt Benckiser Professional products to
your customers.

"MaryAnn, I want to express our appreciation for your travel and wonderful presentation. It was well received by all of the sales representatives. This information was very good and will be beneficial in future sales. The way you simplified the information makes it easy to understand and to teach others."

*Randy L. Foster
Division Manager
XPEDX*

"MaryAnn, your presentation at our National Sales Meeting and the National Association of School Nurses annual conference was instructive and effective. You're a captivating speaker and communicated your deep knowledge of Professional LYSOL® Brand products, their applications and the bloodborne procedures in a user-friendly manner. Thanks for really motivating our sales team to educate our customers, which in turn has increased sales!"

*Gina Streepy
Product Director
School Health Corporation*

HOW TO PARTICIPATE

Please call your Reckitt Benckiser Professional Sales Representative to schedule a training session.

PROGRAM SELLING

(Hospitality, ChildCare, Health Care, Schools)

- Creating a "win/win" scenario for you and your customers through Program Selling
- Overview of Reckitt Benckiser Professional customer-specific programs and proprietary Virtual Wall Chart

PRODUCT TRAINING

- Knowledge and proper use of cleaners and disinfectants
- How to select the right product for your customers' needs
- Why dilution control and the Precision Blend System® are cost-effective solutions for your customers

GOVERNMENT REGULATIONS

- OSHA Standards
 - Bloodborne Pathogens Standard
 - Hazardous Communication Standard
- CDC Guidelines
- EPA Regulations
- JCAHO policies and standards

INFECTION CONTROL

- How to create value to your customers through Infection Control
- Understanding the spread of disease
- Reducing the risks of disease transmission through the use of chemical germicides
- Overcoming fears of selling Infection Control to your customers

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BENCKISER**
— PROFESSIONAL —