

SYMPPLICITY™

Clean.
Safe.
Simple.



Laundry & Warewash

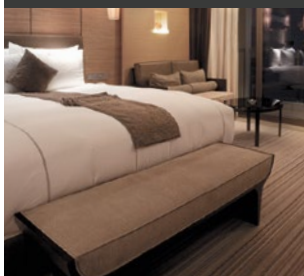
Sales Process Guide



Step-by-Step Playbook for Building
Profitable, Sustainable Programs

Empower every customer conversation from the first call to follow-ups.

STEP 1



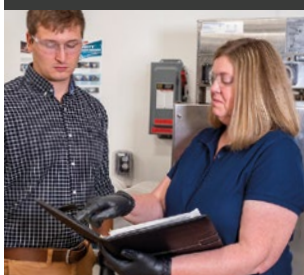
TARGETING

Identify key industries: healthcare, hospitality, education, food service, long-term care, and industrial laundry.

- Use market data, referrals, and local business intelligence to build a prospect list.
- Prioritize accounts based on volume potential, current program gaps, and competitive presence.



STEP 2



PROBING

Conduct discovery calls or initial meetings.

- Ask open-ended questions about their cleaning processes, current suppliers, service pain points, and cost structure.
- Listen for “red flags” such as inconsistent results, service issues, downtime, safety concerns, or high costs.
- Document decision makers and buying influencers.



STEP 3



SITE SURVEY*

Visit facility to observe current laundry/warewash equipment, chemical usage, dispensing systems, and workflow.

- Note machine conditions, load sizes, water temperature, utilities, and compliance requirements.
- Assess safety practices, staff training needs, and areas for efficiency improvements.
- Take pictures of everything.
- Collect data for calculating potential cost savings and efficiency gains.

** To set up a digital survey, see the information on the back page.*



STEP 4



PRESCRIBING THE PROGRAM

Match Betco solutions to the customer's exact needs (chemicals, dispensing systems, service schedules).

- Determine dispensing equipment needs.
- Highlight safety, performance, and cost-in-use advantages.
- Provide sustainability benefits if applicable (water/energy reduction, greener products).
- Outline how ongoing service and training will ensure consistency and compliance.



STEP 5



PROPOSAL

Present a customized program with clear ROI using Betco cost calculators (cost per load, cost per rack, labor savings, reduced rewash, etc.).



- Use visuals and data from the site survey to strengthen the proposal.
- Include service plan details (scheduled visits, emergency support, staff training).
- Position Betco as a partner, not just a supplier.

STEP 6



CLOSING

Handle objections proactively with data and service commitments.



- Reconfirm understanding of the customer's priorities (cost savings, performance, safety, compliance).
- Secure agreement on program details, pricing, and implementation timeline.
- Gain verbal commitment and follow up with signed paperwork.

STEP 7



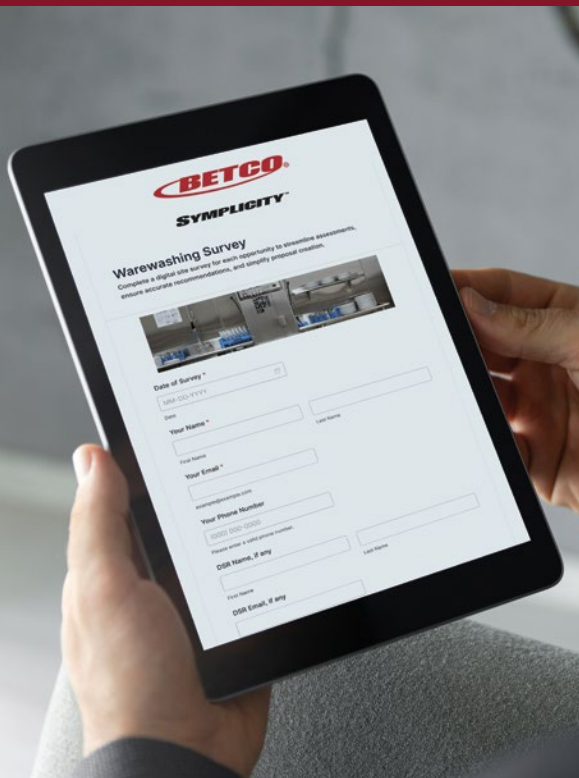
INSTALLATION & ONBOARDING

Schedule and complete installation of dispensing systems.



- Test and calibrate equipment for proper chemical delivery.
- Train staff on safe handling, procedures, and best practices.
- Provide written SOPs, wall charts, and safety documentation.
- Confirm satisfaction with initial performance and establish cadence for follow-up visits and training as needed.

Simplify and Strengthen Your Process with Digital Site Surveys



To streamline your assessments, complete the digital site survey for each opportunity. These forms ensure every program recommendation is precise and complete:

- Guides you through all required questions to build a professional proposal
- Helps determine the proper customized chemical mix and production prescription
- Quantifies and demonstrates the value of the Betco program in your proposal
- Provides accurate data to plan installations correctly
- Ensures the right equipment is ordered
- Eliminates errors and reduces back-and-forth
- Prepares a technician team for smooth setup and service

Scan to begin your site survey!

Once submitted, a copy is emailed to you and sent to Betco Product Experts and Sales Leaders for proposal, installation, and optimization support.

**Laundry
Site Survey**



**Warewashing
Site Survey**



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