

Strive™ with ReadySpace™
Dual Technology Carpet Cleaner



DEMONSTRATION GUIDE

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Introduction

The primary purpose of this guide is to illustrate the prescribed methods for demonstrating a Nobles Strive™ with ReadySpace™. This guide also includes a product positioning and messaging overview that will help differentiate your offering and you from the competition. This allows you to “set the stage” for the static overview and live demonstration portions of your presentation.

Whether demonstrating a walk-behind dual technology carpet cleaner to a small industrial, commercial, or institutional facility, the general demonstration process and sequence of events remains the same.

It is important that the seller keep in mind the context of the product demonstration and where it fits into the overall selling process. In order for any product demonstration to be effective and meaningful to the customer prospect, a thorough survey of the prospect's facility is necessary. The information the seller retrieves during the survey will not only serve to clarify the prospect's needs, it will also direct the seller in how to properly align his or her product with these needs. The survey will also help the seller to posture a selected product against the competition. In summary, it is absolutely essential that a survey take place before any product demonstration is executed.

Once the survey has been completed and the specific needs of the prospect have been identified, the next step is to recommend the best solution for the prospect and then prove that your recommendation will work. These objectives will be accomplished during the product demonstration. It is during this step of the selling process that the seller is challenged to demonstrate his or her fluency of product knowledge, presentation and demonstration skills, as well as showing skill in handling objections and in being able to effectively associate solutions with the customer prospect's needs.



To help facilitate the product demonstration in a logical, flowing manner, every Nobles dual technology carpet cleaner is broken down into its primary operating components or “systems”. Each system is then presented individually and in order, which helps the seller to focus upon those feature-advantage-benefit combinations that will be most meaningful to customer prospects and their specific set of needs. The order in which the various machine systems are presented is designed to follow the passage of dirt, slurry, and/or debris through the machine to its final point of recovery.

When demonstrating a walk-behind dual technology carpet cleaner, the main operating components are broken down into the following systems:

- 1. SOLUTION DELIVERY SYSTEM**
- 2. CLEANING (HEAD) SYSTEM**
- 3. OPERATION AND CONTROLS SYSTEM**
- 4. RECOVERY SYSTEM**
- 5. ACCESSORY TOOLS SYSTEM**

Utilizing the “systems” approach when demonstrating any Nobles walk-behind dual technology carpet cleaner helps to ensure a concise, effective and meaningful demonstration. It is a discipline that must be practiced routinely in order for the seller to truly master the process.

This guide will illustrate the proper use of the systems approach during a product demonstration as well as the physical demonstration sequence for the product.



Preparation

1. Before conducting the demonstration, confirm that all buying influences will be present at the demonstration.
2. Be sure sufficient physical area has been set-aside for you to conduct your demo. Be familiar with the selected area before demonstrating the product. The seller must always be in control of the demonstration environment in order for the demo to be successful.

Make sure that your demonstrator product has been thoroughly checked for proper operating performance prior to the demonstration. The seller should always make this inspection himself/herself. Failure for the product to perform to its full capability during the demonstration could cost you the sale!

Items to bring to the demonstration:

- ❑ Proper chemicals, including carpet pre-spray, rinse aid, and spot removal chemicals.
- ❑ Nobles 2 gallon (7.5 liter) pump-up sprayer (P/N 605848)
- ❑ All accessory items as identified during the survey.
- ❑ As defined during the survey, a Strive with ReadySpace.



The Demonstration Process

The walk-behind dual technology carpet cleaner demonstration can be broken down into three (3) separate segments:

Product Positioning and Messaging:

ReadySpace - *More than clean, its ReadySpace*
Strive w/ ReadySpace - *"Dual Technology" Carpet Cleaner*

ReadySpace:

Static Overview of the Product
Live Demonstration of the Product

Restorative Extraction:

Static Overview of the Product
Live Demonstration of the Product

Product Positioning and Messaging:

To begin your presentation, review the product positioning and messaging that provide your unique value proposition to the customer. Start with ReadySpace first.

"Mr./Ms. Prospect, as you recall from our previous conversations, Nobles has developed an innovative, new carpet cleaning technology called ReadySpace. The name is actually based on its primary attribute. ReadySpace cleaning has a dry time of less than 30 minutes – in fact, at many of our test sites, it has only taken 10-15 minutes to dry. Due to this capability, clean carpet spaces are dry and ready for use virtually immediately after cleaning. If you combine this with the ability to cover 6,000-10,000 sq ft / hr, ReadySpace can be used in almost any time sensitive situation. Because of this, ReadySpace lifts restrictions to when and how often carpeted spaces can be cleaned – meaning your staff doesn't always have to wait until nights or weekends to clean and your carpets remain consistently clean, beautiful and, most importantly, in service! That is why we say, 'It is more than clean, it's ReadySpace.'



Now, Nobles also realizes that carpets and the environments they are in can create many unique cleaning situations. In turn, no one method can do it all. That is why the Nobles Strive is a dual technology machine that includes both ReadySpace and traditional restorative extraction. These two technologies complement each other and allow you to take a system approach to your carpet cleaning program – basically, the two technologies can meet most of your cleaning needs beyond vacuuming – all on a single machine. ReadySpace is your high frequency, fast drying cleaning technology. It targets the visible soil that is embedded in the carpet fibers – this is the soil that drastically reduces your carpet's appearance and luster. The Strive can also be set-up to perform a high-powered, restorative extraction cleaning. This method will target the soil embedded at the base of the carpet and is only required on a periodic basis. What's greater is that if you implement a consistent ReadySpace program, the time interval between costly and time-consuming (including really long dry times!) restorative cleanings can be greatly extended. In fact, Jeff Bishop, the IICRC Technical Advisor, said that he thinks ReadySpace could reduce the number of restorative cleanings by more than 50%!

I think you'll agree that this makes this new technology and machine very unique and could revolutionize the way you clean carpets. Let's take a closer look at the machine and how it works."

ReadySpace and Extraction - STATIC OVERVIEW

To begin the product demonstration, start by performing a Static Overview of the selected product(s). This means that the seller will review with the customer prospect the machine's key operating systems and how they work. More importantly, as each system is presented, the seller will focus on those key feature-advantage-benefit combinations of the product that directly apply to the customer prospect's needs. In this way, a clear relationship is established between the product and solutions it will provide the customer.



ReadySpace

Here is an example of how the static overview might begin, starting with the machine's

Solution Delivery System:

"Mr./Ms. Prospect, you told me during my survey of your facility that effective soil removal from your carpets is vitally important to you and that you need your spaces cleaned daily and have them dry and ready for use in under 30 minutes after cleaning. You also indicated that the next carpet-cleaning machine you purchase must be able to also restore your carpets throughout your facility. In addition, you said that you want a cleaning machine that is easy to operate and maintain."

"To address these needs, I brought with me today the Nobles Strive with ReadySpace. This machine is a walk-behind dual technology carpet cleaner, and I'm excited to show you how many of the features on this product are going to address your carpet cleaning needs.

As I mentioned, ReadySpace is your high frequency, fast drying cleaning technology. ReadySpace targets the visible soil that is embedded in the carpet fibers – this is the soil that drastically reduces your carpet's appearance and luster. To use ReadySpace, let's start with the machine's solution delivery system. The Strive uses a large, 21-gallon (79-liter) solution tank for optimal coverage per tank of solution. The larger the solution tank, the more time the operator spends cleaning carpet and less time emptying and filling the machine. And that means much greater productivity in comparison to smaller carpet cleaning equipment.

With regard to your need for producing cleaner carpet in time sensitive situations, let's look at how this new, innovative technology, ReadySpace, works. A special high performance pump draws solution from the solution tank and pressurizes it through the 2 spray jets (these are the 2 jets closest to the machine body). Solution is passed through these spray jets onto the ReadySpace rollers at a rate of .33 gallons per minute (1.3 liters per minute). This means that your operators can clean the carpets for almost an hour before they have to empty and refill the machine – greatly increasing operator



productivity. The specially developed ReadySpace rollers move across the carpeted space and then a vacuum shoe located on each roller evenly cleans it by removing the water and debris picked up from the carpet. As you can see, the soil is “seized” by the specialized fabric on the roller, then the spray jets, spray it, which suspends the soil, and then the high performance vacuum system deposits the water and debris into the recovery tank. No water is sprayed directly on the floor, which is why ReadySpace can deliver virtually negligible dry times. The Nobles Strive with ReadySpace allows your carpeted spaces to be kept clean, presentable and ready for use because they are dry in less than 30 minutes. In just a moment, I will demonstrate to you just how well this product will clean your carpets.

Restorative Extraction

In addition to cleaning your carpets in all kinds of time sensitive situations, the Nobles Strive with ReadySpace has full extraction capabilities as well. The extraction technology is a restorative cleaning method that targets the soil embedded at the base of the carpet and only needs to be used on a periodic basis – in turn, if you implement a consistent ReadySpace program, the time interval between costly and time consuming restorative cleanings can be greatly extended.

To use the Nobles Strive as a traditional extractor, we should also begin with the machine’s solution delivery system. The large, 21-gallon (79-liter) solution tank provides for optimal coverage per tank of solution. The larger the solution tank, the more time the operator spends cleaning carpet and less time emptying and filling the machine. And that means much greater productivity in comparison to smaller carpet cleaning equipment.

With regard to your need for producing cleaner carpet in a restorative method, the Strive’s performance is unsurpassed. With extraction, this special high performance pump draws solution from the solution tank and pressurizes it through the 2 extraction spray jets (these jets are the ones in the front bumper). Solution is passed through



these spray jets at a flow rate of 1 gallon per minute (3.8 liters per minute). This means that cleaning solution thoroughly penetrates the carpet fiber for more effective cleaning to the base of the carpet. This feature, in conjunction with the machine's high performance vacuum system, ensures that you are left with clean carpet that will dry quicker than other extraction cleaning machines. In fact, the Strive is the highest performance, best soil-removing extractor that Nobles has ever offered – this is largely due to it having dual counter-rotating brushes and extremely high vacuum lift.

Close of Static Overview for Dual Technology Machine

The Nobles Strive with ReadySpace is capable of performing two high quality-cleaning methods. In ReadySpace your cleaned carpeted spaces are dry and ready for use in less than 30 minutes. And, when restorative cleaning is required, the Strive with full extraction capabilities will be the method of choice – that is why we say that the Strive allows you to take a “system approach” to your carpet cleaning with a single machine. Additionally, if you implement a consistent ReadySpace program, the time interval between costly and time-consuming restorative cleanings can be greatly extended. Let me tell you about all the other great features and benefits that have been designed into the Nobles Strive with ReadySpace.”

Use the Features, Advantages, and Benefits module of this tutorial as a guide in performing a static overview for this Nobles product.



LIVE DEMONSTRATION OF THE PRODUCT USING READYSpace TECHNOLOGY




As mentioned above, a dual technology carpet cleaning demonstration can be broken down into two (2) separate segments: Static Overview of the Product and the Live Demonstration of the Product.


The next section of this guide will address the live demonstration part of the ReadySpace process. This segment of the demonstration will take place immediately following the Static Overview of the product. If the carpets are heavily soiled in the area of your demonstration, you need to set the correct expectations for the customer. This means that you should remind them that this is a “dual technology” carpet cleaner for just these types of instances. In turn, if the carpets are heavily soiled, let them know that due to demonstration time constraints, you will be using ReadySpace. However, it is recommended that they first perform restorative cleaning on their heavily soiled areas and then begin their ReadySpace program for daily or interim cleaning once they purchase the machine.

Also, ReadySpace cleaning and traditional extraction are not replacements for vacuuming and spotting. These are still crucial components to an overall carpet care program.










ReadySpace Technology – Live Demonstration

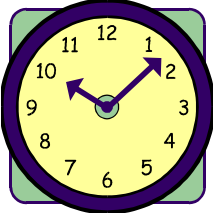


| Step | What to Do | What to Say |
|--|---|---|
| Post Wet Floor Signs  | <p>Always post wet floor signs and/or cordon off the designated work area for safety. Slip hazards are particularly prevalent in areas where wet carpet borders hard floor surfaces.</p> | <p>Explain to the customer prospect that safety comes first when performing carpet-cleaning operations.</p> |
| Pre-vacuum  | <p>Always thoroughly vacuum the carpeted area to be cleaned before any daily or interim cleaning method. This will increase the cleaning performance of the machine.</p> | <p>Mention to your prospect that pre-vacuuming of carpet before cleaning is considered a very important 'best practice' of the commercial carpet cleaning industry. The more loose soil and particulate matter recovered from dry vacuuming allows the machine to better target the soils embedded in the carpet fiber.</p> |
| Pre-spot Removal  | <p>If grease spots or bad spotting is present in the carpet to be cleaned, always remove spots first to avoid "setting" the spot into the carpet fiber. Always use approved procedures when identifying and removing spots from carpet.</p> | <p>Point out to your customer prospect that it is important to remove bad or stubborn spots before cleaning. Some spots require special chemicals for removal. Failure to remove spots before cleaning can sometimes cause them to turn into stains.</p> |



| Step | What to Do | What to Say |
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| Mix and Apply Chemical Pre-Spray  | Using a recommended traffic lane pre-spray chemical, fill a pump-up sprayer with the pre-spray solution at the recommended dilution rate. Then, pressurize the sprayer and begin to apply a light coating of pre-spray chemical over the area to be cleaned; especially the entryways and high traffic patterns. Do not let the chemical dry before cleaning – try to use about a 5-10 minute dwell time. Do not cover areas that are too large. | Point out to your customer prospect that pre-applying the carpet-cleaning chemical is the best way to remove soil. This practice allows the chemical to dwell on the carpet fiber longer (5 minutes is recommended) for better soil emulsification (as opposed to running the chemical through the carpet cleaner). Likewise, this allows the carpet cleaner to recover more dirt and soil from the carpet, thus producing cleaner carpet. |

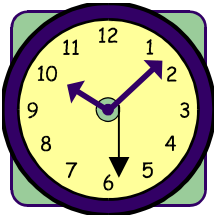
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| Step | What to Do | What to Say |
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| Prepare the Strive with ReadySpace    | <p>Fill the cleaning machine with hot water using either the front or rear fill ports.</p> <p>Add the recommended amount of rinse agent for the carpet. <u>Use only those products recommended as a carpet rinse (Do not use traditional extractor cleaning chemicals with ReadySpace!).</u> Most rinse-aids and neutralizers have a small “detergent” component that boosts the ReadySpace cleaning performance.</p> | <p>Explain to your prospect that you are now going to prepare the cleaning machine for operation.</p> <p>Show your prospect how easy it is to fill the machine with water. Next, explain that you are going to use a rinse aid during the carpet cleaning process.</p> <p>Just like traditional carpet cleaning processes, the pre-spray method of applying chemical is the best practice for supplying the chemical action for superior cleaning. The rinse aid ensures that the carpet fibers maintain a neutral pH after cleaning-</p> |
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| Step | What to Do | What to Say |
|---|--|--|
| ReadySpace Cleaning     | <p>After turning the key to the on position, start the machine by activating the cleaning head down switch. This lowers the head and starts the vacuum motor. When the head is lowered, it goes to the initial position where it is just lightly touching the carpet – you'll want to adjust the down pressure with the toggle switch into the mid to high range of the green area on the down pressure gauge for optimum cleaning performance.</p> <p>ReadySpace provides the best mix of cleaning performance and productivity at 100ft/min. This speed is located at approximately 2:00 on the speed control knob.</p> <p>Twist the grips to move forward and begin your cleaning process. Clean your designated demonstration area <u>working from the outside of the area in-ward in concentric cleaning paths.</u></p> | <p>Explain to your customer prospect that you are going to begin by demonstrating the ReadySpace capabilities of the product. While operating the machine, ask your prospect to make note of the following:</p> <ul style="list-style-type: none"> – Ease of operation – The appearance of the carpet after cleaning – The dryness of the carpet 15-20 minutes after cleaning |

| Step | What to Do | What to Say |
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| Note the Time and Touch the Carpet  | <p>Next, stop the machine and note the time. Then have your prospect feel the carpeted space. While waiting for the designated area to fully dry, check the performance of the machine.</p> | <p>Next, ask your prospect to check the time on their watch and jot it down. Ask them to feel the carpet with their hand and note the level of light dampness.</p> |
| Check the Cleaning Performance   | <p>Remove the plug from the Strive's recovery drain hose. Carefully allow a small amount of recovered solution to pour into a clear container.</p> <p>Next, hold the container up to the light and allow your prospect to carefully examine the condition of the recovered solution. In almost all cases, the recovered solution will appear dark brown or black, thus dramatizing the cleaning capability of ReadySpace.</p> | <p>Then ask your prospect to thoroughly examine the recovered solution that you have emptied into the clean container. Point out that the darkness and cloudiness of the solution illustrates how much soil was trapped in their carpet and how effectively the Strive with ReadySpace removed this soil.</p> <p>Indicate to your prospect that this is the type of cleaning performance that you can expect from the Strive with ReadySpace on a day-to-day basis.</p> |
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| Step | What to Do | What to Say |
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| Operator Participation   | <p>With the Nobles Strive set-up to run ReadySpace, ask the operator to twist the grips and clean a carpeted section, to show the ease of use of the machine.</p> <p>Stay close to the operator during this process to ensure that the operator is comfortable and confident operating the machine</p> | <p>Invite the primary operator to run the machine. Tell the operator that you will walk him or her through the proper operating procedures. Ask your customer prospect to observe the following during this sequence:</p> <ul style="list-style-type: none"> Ease of operation Comfortable controls Machine portability Cleaning performance of the machine <p>After the operator has completed using the Strive, ask him or her to comment on how well the machine handled and performed. It is important to elicit positive feedback at this time. If the operator voices any objection to the use or performance of the product, <u>immediately</u> address these objections to the operator's satisfaction.</p> |
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| Step | What to Do | What to Say |
|---|---|--|
| Checking Performance Again Note the Time and Check the Carpet  | Now that approximately 15-20 minutes have passed, again, have your customer note the time. Then have your prospect again touch the carpeted space that you had cleaned earlier. | <p>Ask you customer to feel the carpet again and have them comment on the level of dryness in such a short period of time.</p> <p>Indicate to your prospect that this is the type of cleaning and drying performance you can expect from the Strive on a day-to-day basis! Reinforce that to the customer that with the Nobles Strive with ReadySpace technology, they can keep their carpeted spaces clean, presentable and ready for use because the carpet is always dry in less than 30 minutes.</p> |

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| Step | What to Do | What to Say |
|---------------------------|--|---|
| Summarize the Call | <p>If demonstrating full extraction capabilities is not required by the prospect, you may summarize the call at this point. Start by reviewing the customer prospect's needs as defined during the survey. Point out to your prospect how your product recommendation has fulfilled these needs based on the results of your demonstration. Be prepared to answer questions and address objections to the prospect's satisfaction before beginning the closing sequence of the sale.</p> | <p>"Let's review your needs and then discuss how this machine has addressed each of these needs. Let's start with the need for cleaner, drier, carpeted surfaces."</p> <p>"When I performed the ReadySpace pass across the floor can you recall how well the Strive recovered all the solution from the carpet, and how dry the carpet was after we finished? You can? Good! This is the kind of performance I want you to expect from this product – day in, day out. Are you satisfied with this level of cleaning performance?"</p> <p>(If the customer prospect answers '<u>Yes</u>', move on to how well you addressed the next set of customer needs. If the answer is '<u>No</u>', identify the objection/concern, and be sure to satisfy these before attempting to move forward with demonstration summary.)</p> |

“Now, let's review how well the product performed with your operator. He/she appeared to have no problems operating the machine. In fact, he/she looked quite comfortable using the product and mentioned that they really liked the cleaning performance and the dryness of the carpeted area afterward. Are you convinced that this product is going to do the job for you with respect to cleaning performance and working properly in your carpeted areas? You are? Excellent! Let's move on.”

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| Step | What to Do | What to Say |
|--|---|--|
| Closing Sequence | <p>It is now time to bring the sale to closure. Once you are comfortable that you have addressed the customer prospect's needs, questions and/or concerns with your product recommendation, ask the customer for direction on how to proceed in placing an order. Also, ask the prospect for a mutually convenient time to meet with his or her operators for proper product installation.</p> <p>Be sure to include in the order all necessary machine accessories at this time as well as getting commitment on a Planned Maintenance Agreement for the machine (if available).</p> | <p>Example:</p> <p>"Well, it looks as if we've been successful in addressing your carpet cleaning needs that were identified during the survey. If there are no other questions, I suppose the next step is to initiate an order and set up a time for installing the machine. Would this be acceptable to you?"</p> <p>(Always allow the prospect to respond first!)</p> <p>"Very good, then. Thank you for this order. At what time would you like me to schedule delivery of the machine? We also need to talk about having our service rep come out to sign you up on our planned maintenance program".</p> |
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LIVE DEMONSTRATION OF THE PRODUCT USING EXTRACTION TECHNOLOGY

As mentioned earlier, a dual technology carpet cleaning demonstration can be broken down into two (2) separate segments: Static Overview of the Product and the Live Demonstration of the Product.


The next section of this guide will address the live demonstration part of the process with extraction technology. This segment of the demonstration will take place immediately following the Static Overview of the product.

(We do not recommend having to change the machine from ReadySpace to Extraction in a demonstration, unless you are well practiced at this. It should take an experienced operator approximately 8-10 minutes to change the machine. For reference, please look to the operators training video or a short overview at the end of this demonstration guide.)




Extraction Technology – Live Demonstration

| Step | What to Do | What to Say |
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| Post Wet Floor Signs  | <p>Always post wet floor signs and/or cordon off the designated work area for safety. Slip hazards are particularly prevalent in areas where wet carpet borders hard floor surfaces.</p> | <p>Explain to the customer prospect that safety comes first when performing carpet-cleaning operations.</p> |
| Pre-vacuum  | <p>Always thoroughly vacuum the carpeted area to be cleaned before extraction. This will increase the cleaning performance of the extractor.</p> | <p>Mention to your prospect that pre-vacuuming of carpet before extraction is considered a very important 'best practice' of the commercial carpet cleaning industry. The more loose soil and particulate matter recovered from dry vacuuming allows the machine to better target the embedded soil.</p> |
| Pre-spot Removal  | <p>If grease spots or bad spotting is present in the carpet to be extracted, always remove spots first to avoid "setting" the spot into the carpet fiber. Always use approved procedures when identifying and removing spots from carpet.</p> | <p>Point out to your customer prospect that it is important to remove bad or stubborn spots before extracting. Some spots require special chemicals for removal. Failure to remove spots before extracting can sometimes cause them to turn into stains.</p> |





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| Step | What to Do | What to Say |
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| Mix and Apply Chemical Pre-Spray  | Using a recommended traffic lane pre-spray chemical, fill the pump-up sprayer with the pre-spray solution at the recommended dilution rate. Then, pressurize the sprayer and begin to apply a light coating of pre-spray chemical over the area to be extracted. Do not let the chemical dry before extracting. Do not cover areas that are too large. | Point out to your customer prospect that pre-applying the carpet-cleaning chemical is the best way to remove soil. This practice allows the chemical to dwell on the carpet fiber longer for better soil emulsification (as opposed to running the chemical through the carpet extractor). Likewise, this allows the extractor to recover more dirt and soil from the carpet, thus producing cleaner carpet. |

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| Step | What to Do | What to Say |
|--|---|---|
| Prepare the Strive for Extraction    | <p>Fill the cleaning machine with hot water using either the front or rear fill ports.</p> <p>Add the recommended amount of Tannin (organic citric acid) to the solution tank of the extractor as an acid rise agent for the carpet. Use only those products recommended as a carpet rinse.</p> | <p>Explain to your prospect that you are now going to prepare the extractor for operation.</p> <p>Show your prospect how easy it is to fill the machine with water. Next, explain that you are going to use an acid rinse chemical during the carpet extraction process.</p> <p>Just like traditional carpet cleaning processes, the pre-spray method of applying chemical to the carpet is the best practice for supplying the chemical action for superior cleaning. The acid rinse ensures that the carpet fibers maintain a neutral pH after extraction</p> |



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| Step | What to Do | What to Say |
|---|--|---|
| Restorative Extraction     | <p>Turn the key to the on position. Start the machine by activating the cleaning head down switch. This lowers the head and then starts the vacuum motor.</p> <p>When the head is lowered, it goes to the initial position where it is just lightly touching the carpet – you'll want to adjust the down pressure with the toggle switch into the mid to high range of the green area on the down pressure gauge for optimum cleaning performance.</p> <p>Adjust the speed control for approximately 50 ft/minute, which gives you the best extraction cleaning performance.</p> <p>Twist the grips to move forward and begin your cleaning process. Clean your designated demonstration area.</p> | <p>Explain to your customer prospect that you are going to begin by demonstrating the deep extraction capabilities of the product. While operating the machine, ask your prospect to make note of the following:</p> <ul style="list-style-type: none"> Ease of operation The color of the dirty recovery tank water The appearance of the carpet after extraction The dryness of the carpet after extraction The ability of the machine to clean hard-to-reach areas/obstructed areas |
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| Step | What to Do | What to Say |
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| Accessory Tools    | <p>Next, stop the machine and begin to attach the off aisle wand hose and solution hose to the Nobles Strive. Once connected, the head actuator switch acts as the on/off button for the vacuum motors. Turn that on and begin to extract an off-aisle, hard to reach area of carpet. Cleaning around desks, chairs, and fixtures is an ideal application for the accessory tools.</p> | <p>Illustrate to your prospect that the Strive is also ideal for off-aisle cleaning of hard to reach carpeted areas. Such areas would include adjacent offices, stairs, smaller rooms, underneath & around immovable fixtures, etc.</p> <p>Because of it's powerful dual vacuum motors, the Strive will clean carpet effectively using up to 25 feet (7.63 meters) of vacuum and solution hose.</p> |

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| Step | What to Do | What to Say |
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| Accessory Tools Continued  | Next, stop the machine, remove the off aisle carpet wand, and attach the optional upholstery (hand) tool. Once connected, turn on the extractor's pump and vacuum motor (again using the head actuator switch) and begin to extract an upholstered fabric surface. A commercial office chair or a fabric office partition typically make for a good upholstery cleaning demonstration | Illustrate to your prospect that the Strive is also ideal for upholstered fabric cleaning. Point out that because of this capability, the Strive can perform three important cleaning jobs (carpet - restorative and daily cleaning - and upholstered fabric cleaning) instead of just one. |
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| Step | What to Do | What to Say |
|--|---|--|
| Operator Participation   | <p>With the Nobles Strive set-up for extraction, ask the operator to twist the grips and clean a carpeted section, to show the ease of use of the machine.</p> <p>Stay close to the operator during this process to ensure that the operator is comfortable and confident operating the machine</p> | <p>Invite the primary operator to run the machine. Tell the operator that you will walk him or her through the proper operating procedures. Ask your customer prospect to observe the following during this sequence:</p> <ul style="list-style-type: none">Ease of operationComfortable controlsMachine portabilityCleaning performance of the machine <p>After the operator has completed using the carpet cleaner, ask him or her to comment on how well the machine handled and performed. It is important to elicit positive feedback at this time. If the operator voices any objection to the use or performance of the product, <u>immediately</u> address these objections to the operator's satisfaction.</p> |

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| Step | What to Do | What to Say |
|--|---|---|
| Check the Cleaning Performance   | <p>Once the extraction operation part of the demonstration has completed, it is now time to check the performance.</p> <p>Remove the plug from the Strive's recovery drain hose. <u>Carefully</u> allow a small amount of recovered solution to pour into a clear container.</p> <p>Next, hold the container up to the light and allow your prospect to carefully examine the condition of the recovered solution. In almost all cases, the recovered solution will appear dark brown or black, thus dramatizing the cleaning capability of the Strive.</p> | <p>Ask your customer prospect to thoroughly examine the recovered solution that you have emptied into the clean container. Point out that the darkness and cloudiness of the solution illustrates how much soil was trapped in the prospect's carpet and how effectively the Strive extracted this soil out of the carpet.</p> <p>Indicate to your prospect that this is the type of deep cleaning performance you can expect from the Strive every time. And similarly excellent cleaning performance will occur with the Strive using ReadySpace for their daily and/or interim cleaning times.</p> |

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| Step | What to Do | What to Say |
|---------------------------|---|--|
| Summarize the Call | <p>It is now time to summarize the call. Start by reviewing the customer prospect's needs as defined during the survey. Point out to your prospect how your product recommendation has fulfilled these needs based on the results of your demonstration. Be prepared to answer questions and address objections to the prospect's satisfaction before beginning the closing sequence of the sale.</p> | <p>"Let's review your needs and then discuss how this machine has addressed each of these needs. Let's start with the need for highly effective restorative cleaning."</p> <p>"When I performed the deep extraction pass across the floor, can you recall how dirty the water was in the recovery tank and how much cleaner your carpeting looked? You can? Good! This is the kind of performance I want you to expect from this product – day in, day out. Are you satisfied with this level of cleaning performance?"</p> <p>(If the customer prospect answers '<u>Yes</u>', move on to how well you addressed the next set of customer needs. If the answer is '<u>No</u>', identify the objection/concern, and be sure to satisfy these before attempting to move forward with demonstration summary.)</p> |

“Now, let's review how well the product performed in your tighter environments. Your operator appeared to have no problems operating the machine or using the off aisle carpet wand. In fact, he looked quite comfortable using the product and mentioned that he really liked the pick-up performance of the carpet wand. Are you convinced that this product is going to do the job for you with respect to cleaning performance and working properly in your carpeted areas? You are? Excellent! Let's move on.”

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| Step | What to Do | What to Say |
|-------------------------|---|--|
| Closing Sequence | <p>It is now time to bring the sale to closure. Once you are comfortable that you have addressed the customer prospect's needs, questions and/or concerns with your product recommendation, ask the customer for direction on how to proceed in placing an order. Also, ask the prospect for a mutually convenient time to meet with his or her operators for proper product installation.</p> <p>Be sure to include in the order all necessary machine accessories at this time as well as getting commitment on a Planned Maintenance Agreement for the machine (if available).</p> | <p>Example:</p> <p>"Well, it looks as if we've been successful in addressing your carpet cleaning needs that were identified during the survey. If there are no other questions, I suppose the next step is to initiate an order and set up a time for installing the machine. Would this be acceptable to you?"</p> <p>(Always allow the prospect to respond first!)</p> <p>"Very good, then. Thank you for this order. At what time would you like me to schedule delivery of the machine? We also need to talk about having our service rep come out to sign you up on our planned maintenance program".</p> |





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Short Course on Changing from ReadySpace to Extraction Technology



It is not recommended that you perform this change in front of the customer unless you are well practiced. It takes an experienced operator approximately 8-10 minutes to change from ReadySpace to Extraction. Following is a brief outline of the steps required. For more detailed information, please refer to the operator training video.




| Step | What to Do | What to Say |
|--|--|-------------|
| Remove ReadySpace Rollers    | <p>There are two ReadySpace rollers to remove. To remove each one, you need to first disengage the lever and remove the end caps to access the roller. Remove the roller.</p> <p>Do this on both sides of the machine.</p> | |
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| Step | What to Do | What to Say |
|---|---|-------------|
| Install Brushes    | Install brushes in the same location as the ReadySpace rollers were in so that the chevron pattern when viewed from the top looks like ><. Then replace the end caps. | |
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| Step | What to Do | What to Say |
|---|---|-------------|
| Remove both rear shoe, flush nozzles (both ends)     | <p>Remove the flush nozzles from both ends of the rear shoe and tuck on top of the cleaning head, out of the way.</p> <p>Follow the flush nozzle hose back into the machine and you will find a “quick connect” fitting. Disconnect this fitting to stop the flow of water to the flush nozzles while performing restorative extraction (be sure to re-connect these when returning to ReadySpace).</p> | |

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| Step | What to Do | What to Say |
|---|--|-------------|
| Remove ReadySpace Rear Shoe   | <p>Remove the vacuum fan hose from the rear shoe at the two locations noted.</p> <p>Using a T-handle allen wrench, remove both mount screws/bolts from the rear ReadySpace shoe and lower out of position.</p> | |
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| Step | What to Do | What to Say |
|---|---|-------------|
| Install Extraction Shoe    | <p>Slide extraction shoe under the machine.</p> <p>Install and secure mounting bolts – note that the mounting screw locations are different than those for the ReadySpace extraction shoe.</p> <p>Install vacuum hose on extraction shoe.</p> <p>Machine is now set-up for restorative extraction cleaning. Follow these same steps in reverse to switch from extraction to ReadySpace.</p> | |
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For more information about this product, or to answer any questions you may have regarding this product learning tutorial, please contact the Education Department in Minneapolis at: Commercial e-Learning@Tennantco.com.