

# Sterno Sanitizer Sales Aid



## Target Market



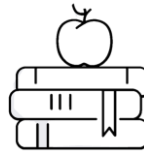
Restaurant



Supermarket



Offices



Schools



Healthcare

## Sterno Value Proposition

A 70% plant-based, ethyl alcohol gel formula with a subtle fresh scent. A perfect solution for refilling bottles & systems and for high traffic areas!

## How to Sell Against Competitors

- 1 Gallon EcoChoice Hand Sanitizer Lemon Zest Scent - 4 pack
- Contains 70% alcohol to reduce bacteria on hands
- Fast acting formula kills 99.99% of bacteria and germs in 15 seconds or less\*
- High quality, FDA-Registered gel formula
- Kills most food borne illness-causing bacteria commonly found in foodservice operations
- Quick-drying, plant-based gel includes a moisturizer
- Lemon Zest fragrance contains essential oils and offers a glittering freshness of sun-sweetened lemon zest with breezy lemon blossoms
- Locking pump dispenser offers a 2mL dose per pump
- Custom labels are available

## Sales Call Questions

1. Tell me about your current hand sanitizer.
2. What challenges are you facing with your current hand hygiene solutions?
3. Are you looking for eco-friendly sanitizing options?
4. What is your average budget for hand sanitizers/cleaning products?
5. Are you looking to improve your branding?

## How to demo

Bring a range of Sterno hand hygiene products when you demo other Sterno products. Your customer can bundle hand hygiene products along with their chafing fuel and butane products.