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# Selling Green Cleaning: From Why to Why Not



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# Agenda

- 3 Ways To Grow Green Sales
- Green Sales Process
- Green Prospecting
- Greening The Product Mix
- Greening The Cleaning Process
- Overcoming Common Objections
- Green Marketing & PR
- Green Elevator Speech
- Sales Management That Encourages Green
- Reducing Expenses



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# Growing Green Sales

- Take competitor's business
- Expand in an existing account
- Protect existing business

**Eat your  
own lunch!**





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# Green Sales Process

- Prospecting --- traditional territory & time management skills
- Do an independent audit
  - Cleanliness
  - Products
  - Processes
  - Workloading
  - Policies
  - Training programs
  - Other
- Write a report
- Do a “free” product trial



# Green Prospecting



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**Fish where  
the fish are!**



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# Green Prospecting

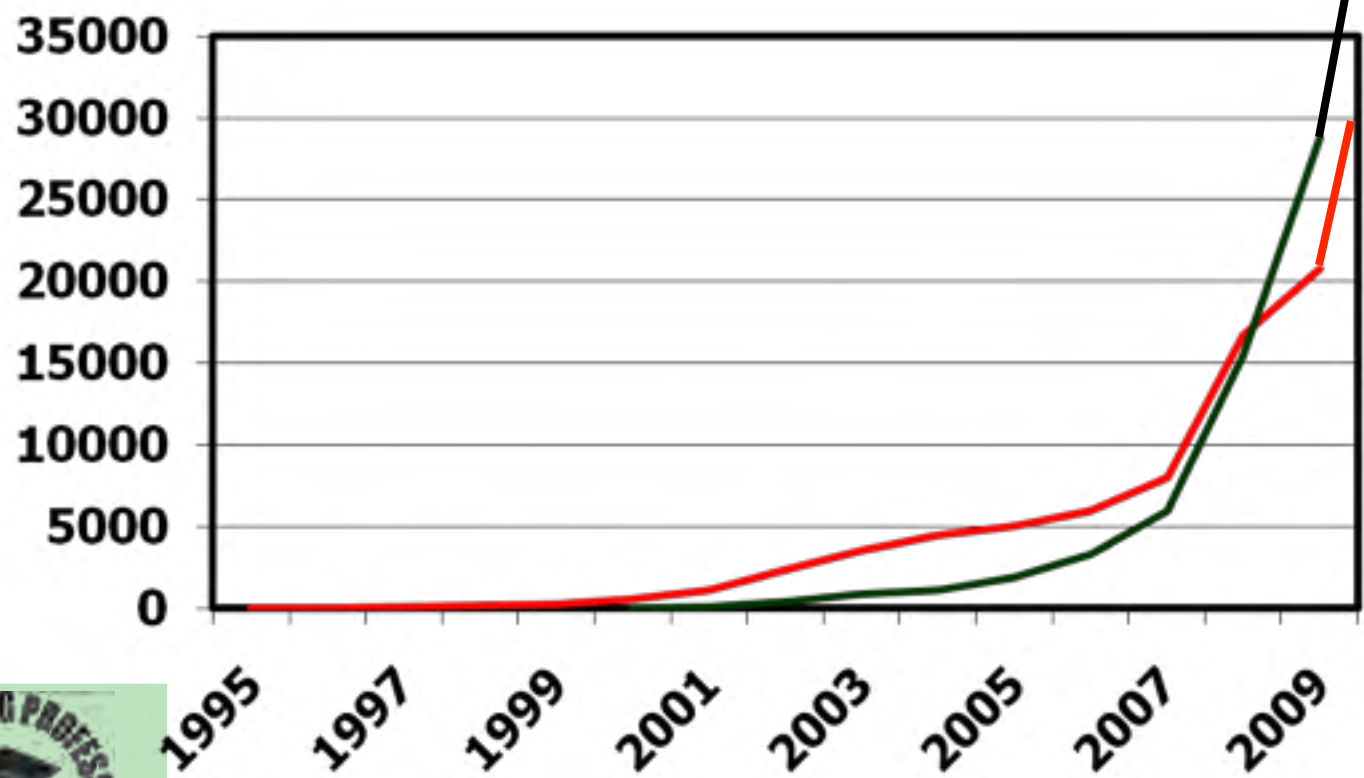
- USGBC
- Green Globes
- Sustainable Business Industry Council
- Energy Star & other EPA Programs
- Practice Greenhealth
- MD Hospitals for a Healthy Environment
- Healthy Schools Campaign
- Collaborative for High Performance Schools
- State Legislation & Procurement Policies
- Internet Search Engines
- Read “green” news
- PR, articles and presentations

# US Green Building Council Growth in Members & Projects



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Members  
Projects



# US Green Building Council Local Chapters



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# US Green Building Council LEED-EBOM



| Sustainable Sites   | Water Efficiency | Energy & Atmosphere | Materials & Resources             | Indoor Enviro Quality   | Innovations in Operations |
|---|------------------|---------------------|-----------------------------------|-------------------------|---------------------------|
| Exterior Management   | 1 Point          | 1 Point             | Waste Stream Audit                | Cleaning Prerequisite   |                           |
| IPM & Landscaping   | 1 Point          | 1 Point             | Solid Waste Management            | Custodial Effectiveness | 1 Point                   |
|   |                  |                     |                                   | Cleaning Policy         | 1 Point                   |
|   |                  |                     |                                   | Cleaning Equipment      | 1 Point                   |
|   |                  |                     |                                   | Entryway Systems        | 1 Point                   |
|   |                  |                     |                                   | Indoor IPM              | 1 Point                   |
|   |                  |                     |                                   | Cleaning Products       | 1 Point                   |
| <p>Green 40 - 49 Points</p> <p>Silver 50 - 59 Points</p> <p>Gold 60 - 79 Points</p> <p>Platinum 80 - 100 Points</p> |                  |                     | <p>10 Total Points</p> <p>25%</p> |                         |                           |



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# Green Prospecting USGBC

U.S. GREEN BUILDING COUNCIL

LEED Education Resources News & Events Committees Chapters Membership Search

LEED Projects & Case Studies Directory

LEED Projects & Case Studies Directory

**Certified Project Directory** | Regional Project Directory

NEW! LEED 2009 projects are now available on the certified project directory.

To learn more about LEED certification, [click here](#). To view a more comprehensive look at how certain projects were certified, visit the [Project Profiles Page](#).

Don't see your project? Certified projects are viewable on our directory only with the consent of each project's primary contact person. Please contact the project administrator to update the project (confidential) information in LEED Online (at [LEEDOnline.com](#) for LEED Online V3 and [weblink.usgbc.org](#) for LEED Online v2). The project directory is updated daily.

Note for LEED Online v3 project-proid detail and certification scorecard are currently unavailable, though this feature will be added soon.

Note for Homes projects: [Click here](#) to view the LEED for Homes Certified Projects Directory. Currently, LEED for Homes projects are not incorporated into the certified project directory. Please visit the LEED for Homes website for a list of all public LEED for Homes certified projects, which is updated on a weekly basis.

FORMS: ECHO

Projects with case study only

Drag a column header and drop it here to appear by that column.

| Project Name                       | City     | State | Country | LEED System           | LEED  | Current Certification | LEED Green |
|------------------------------------|----------|-------|---------|-----------------------|-------|-----------------------|------------|
| Recreational Equipment, etc. (REI) | Portland | OR    | US      | LEED v1.0 (Beta Only) | Green | REI                   | Gold       |
|                                    |          |       |         | LEED v1.0 Beta        |       |                       |            |

# <http://www.usgbc.org/LEED/Project/CertifiedProjectList.aspx>



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Projects with case study only

Drag a column header and drop it here to group by that column

| Project Name                            | City             | State | Country | LEED System             | Case Study | Owner/Organization                      | Cert Level |
|---|------------------|-------|---------|-------------------------|------------|---|------------|
| Recreational Equipment, Inc. ("REI")    | Portland         | OR    | US      | LEED CI 1.0 Pilots Only | Detail     | REI                                     | Gold       |
| UNICO ALLENMORE BUILDING "C"            | TACOMA           | WA    | US      | LEED CS 1.0 Pilots Only | Detail     | UNICO PROPERTIES                        | Silver     |
| 0071 American Embassy, Sophia, Bulgaria | Sophia           | 08    | BG      | LEED NC 2.0             | Detail     | U.S. Department of State                | Certified  |
| 0142 CNT Renovation                     | Chicago          | IL    | US      | LEED NC 2.1             | Detail     |   | Platinum   |
| 0192 Cambridge City Hall                | Cambridge        | MA    | US      | LEED NC 2.0             | Detail     | City of Cambridge                       | Gold       |
| 0222 Virginia Avenue                    | Santa Monica     | CA    | US      | LEED NC 2.0             | Detail     | City of Santa Monica                    | Silver     |
| 0282 Manhattan Financial Center         | Boston           | MA    | US      | LEED NC 2.0             | Detail     | Manulife Financial                      | Certified  |
| 0290 RadioShack Corporate               | Fort Worth       | TX    | US      | LEED NC 2.0             | Detail     | RadioShack Corporation                  | Silver     |
| 0300 FARRACKS RENEWAL                   | Fort Lewis       | WA    | US      | LEED NC 2.1             | Detail     | FORT LEWIS PUBLIC WORKS                 | Silver     |
| 0301 North Adams Public Library         | North Adams      | MA    | US      | LEED NC 2.0             | Detail     | City of North Adams                     | Certified  |
| 0491 McKinney Green Building            | McKinney         | TX    | US      | LEED CS 1.0 Pilots Only | Detail     | West World Holdings, Inc.               | Platinum   |
| 065678, TAC Equip Shop Band, FV09       | Fort Campbell    | KY    | US      | LEED NC 2.2             | Detail     |   | Gold       |
| 0671 The Louisa (The Brewery Blocks)    | Portland         | OR    | US      | LEED NC 2.0             | Detail     | Brewery Blocks Investors, LLC           | Gold       |
| 08-0202-003 CEI Office                  | Hanover          | PA    | US      | LEED NC 2.2             | Detail     | Conewago Enterprises Inc.               | Gold       |
| 0948 Londonderry School                 | Harrisburg       | PA    | US      | LEED NC 2.1             | Detail     | The Londonderry School                  | Certified  |
| 0968 Washington Veteran's Home          | Reisli           | WA    | US      | LEED NC 2.1             | Detail     | Washington State General Administration | Gold       |
| 1 Court Square - 12th Floor             | Long Island City | NY    | US      | LEED CI 2.0             | Detail     | CEI                                     | Silver     |
| 1 Crescent Drive                        | Philadelphia     | PA    | US      | LEED CS 1.0 Pilots Only | Detail     | Liberty Property Trust                  | Platinum   |
| 1 Houston Center                        | Houston          | TX    | US      | LEED EB O&M             | Detail     | Crescent Real Estate Equities LLC       | Gold       |
| 1 Independence Pointe                   | Greenville       | SC    | US      | LEED EB 2.0             | Detail     | Liberty Property Trust                  | Certified  |
| 1 Riverside Plaza                       | Columbus         | OH    | US      | LEED-EB-OM v2009        | Detail     | American Electric Power                 | Gold       |
| 10 Akron Street                         | Cambridge        | MA    | US      | LEED NC 2.2             | Detail     | Harvard Real Estate Services            | Gold       |
| 10 Almaden                              | San Jose         | CA    | US      | LEED-EB-OM v2009        | Detail     | Equity Office Management                | Gold       |



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# <http://www.usgbc.org/LEED/Project/CertifiedProjectList.aspx>

Projects with case study only

Drag a column header and drop it here to group by that column

| Project Name                            | City         | State | Country | LEED System                     | Case Study             | Owner Organization                       | Cert Level |
|---|--------------|-------|---------|---------------------------------|------------------------|--|------------|
| 10197577 Julia Green Elementary School  | Nashville    | TN    | US      | LEED for Schools 2.0            | <a href="#">Detail</a> | Metro Nashville Public Schools           | Silver     |
| American Center                         | Nashville    | TN    | US      | LEED EB O&M                     | <a href="#">Detail</a> | Cooper Realty Investments, Inc.          | Certified  |
| Ameriplex at Elm Hill                   | Nashville    | TN    | US      | LEED CS 2.0                     | <a href="#">Detail</a> | Holiday Properties                       | Certified  |
| BWXT Y-12/ SITE B: PUBLIC INTE          | OAK RIDGE    | TN    | US      | LEED NC 2.1                     | <a href="#">Detail</a> | LAWLER-WOOD, LLC                         | Certified  |
| Baylor School- New Residence Hall       | Chattanooga  | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> | Baylor School                            | Certified  |
| Benson Hall/Old Central                 | Nashville    | TN    | US      | LEED CI 2.0                     | <a href="#">Detail</a> | Vanderbilt University                    | Silver     |
| Big River Engineering & Manufacturing   | Memphis      | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> | Big River Engineering & Manufacturing    | Silver     |
| Bridgestone Firestone Warren Green Bldg | Morrison     | TN    | US      | LEED EB 2.0                     | <a href="#">Detail</a> | Bridgestone Firestone North American Tir | Silver     |
| Building 1059                           | Oak Ridge    | TN    | US      | LEED EB O&M                     | <a href="#">Detail</a> | UT-Battelle                              | Gold       |
| CFNA, Bristol TN                        | Bristol      | TN    | US      | LEED Retail (CI) 1.0 Plots Only | <a href="#">Detail</a> |  | Certified  |
| CFNA, Cookeville TN                     | Cookeville   | TN    | US      | LEED Retail (CI) 1.0 Plots Only | <a href="#">Detail</a> |  | Certified  |
| CFNA, Gallatin TN                       | Gallatin     | TN    | US      | LEED Retail (CI) 1.0 Plots Only | <a href="#">Detail</a> |  | Certified  |
| CFNA, Knoxville TN                      | Knoxville    | TN    | US      | LEED Retail (CI) 1.0 Plots Only | <a href="#">Detail</a> |  | Certified  |
| Caterpillar Financial Headquarters      | Nashville    | TN    | US      | LEED EB 2.0                     | <a href="#">Detail</a> |  | Gold       |
| Chattanooga Outdoor Center              | Chattanooga, | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> |  | Gold       |
| Cherry Street Mixed Use Renovation      | Chattanooga  | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> | Fidelity Trust Co                        | Gold       |
| Clayton Homes Office                    | Alcoa        | TN    | US      | LEED EB 2.0                     | <a href="#">Detail</a> |  | Certified  |
| Cohutta Bank                            | Chattanooga  | TN    | US      | LEED CI 2.0                     | <a href="#">Detail</a> |  | Silver     |
| Commerce Center                         | Nashville    | TN    | US      | LEED EB 2.0                     | <a href="#">Detail</a> |  | Certified  |
| Commerce Union Bank                     | Gallatin     | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> | Commerce Union Bank                      | Certified  |
| Court Annex Two (CA2)                   | Memphis      | TN    | US      | LEED NC 2.2                     | <a href="#">Detail</a> |  | Gold       |
| East Campus Modernization               | Oak Ridge    | TN    | US      | LEED NC 2.0                     | <a href="#">Detail</a> | Oak Ridge National Laboratory            | Certified  |
| FedEx Express                           | Memphis      | TN    | US      | LEED EB O&M                     | <a href="#">Detail</a> | Federal Express                          | Gold       |
|   |              |       |         |                                 |                        | BFS Retail & Commercial Operations,      |            |

# <http://www.usgbc.org/LEED/Project/RegisteredProjectList.aspx>



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Drag a column header and drop it here to group by that column

| Project Name                            | City          | State | Country | LEED System                        | Owner Organization     | Detail |
|---|---------------|-------|---------|------------------------------------|------------------------|--------|
| 1000 Ridgeway Loop                      | Memphis       | TN    | US      | LEED EB O&M                        |                        | Detail |
| 1100 Ridgeway Loop                      | Memphis       | TN    | US      | LEED EB O&M                        |                        | Detail |
| 1200 Laurel                             | Nashville     | TN    | US      | LEED NC 2.2                        |                        | Detail |
| 1201 Demonbreun                         | Nashville     | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 1232 Premier Drive                      | Chattanooga   | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 134th ANG Squadron Operations Facility  | Alcoa         | TN    | US      | LEED NC 2.2                        | Air National Guard     | Detail |
| 1389 Poplar Ave, TN                     | Memphis       | TN    | US      | LEED Retail (CI) 1.0 Pilots Only   |                        | Detail |
| 141046-CAP 063473 Medical and Dental    | Fort Campbell | TN    | US      | LEED NC 2.2                        | USACE                  | Detail |
| 1417 Cornelia                           | Knoxville     | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 150235-CAP 063886 Warrior in Transition | Fort Campbell | TN    | US      | LEED NC 2.2                        |                        | Detail |
| 1515 Demonbreun                         | Nashville     | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 152137-CAP 070557                       | Fort Campbell | TN    | US      | LEED NC 2.2                        |                        | Detail |
| 20th & Belcourt in the Village          | Nashville     | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 20th Ave & Belcourt                     | Nashville     | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 225 Sequoyah Gardens Way                | Knoxville     | TN    | US      | LEED for Homes (Single Family) 1.0 | Household              | Detail |
| 241st CommElec Training Complex         | Chattanooga   | TN    | US      | LEED NC 2.2                        |                        | Detail |
| 2600 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 2608 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 2614 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 2620 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 2626 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 2636 Pershing                           | Memphis       | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 300 Second Avenue South                 | Nashville     | TN    | US      | LEED CS 2.0                        |                        | Detail |
| 37 South ParkGate                       | Shenandoah    | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 7986 Stage Road                         | Bartlett      | TN    | US      | LEED EB O&M                        |                        | Detail |
| 84 E. Fork                              | Clarksville   | TN    | US      | LEED for Homes (Single Family) 1.0 |                        | Detail |
| 8th and Monroe Street Lofts             | Nashville     | TN    | US      | LEED NC 2.2                        |                        | Detail |
| 9 CORPORATE CENTRE                      | COOL SPRINGS  | TN    | US      | LEED CS 1.0 Pilots Only            | CRESCENT RESOURCES LLC | Detail |
| 949 Shady Grove Road                    | Memphis       | TN    | US      | LEED EB O&M                        |                        | Detail |
| 949 Shady Grove Road                    | Memphis       | TN    | US      | LEED CS 2.0                        |                        | Detail |

Go to page: < 1 2 3 4 5 6 7 8 9 > | Displaying page 1 of 8, projects 1 to 36 of 250.



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**Sustainability  
DASHBOARD**  
MOVING BEYOND GREEN TO SUSTAINABLE



# Green Prospecting Energy Star

Home: ENERGY STAR | www.energystar.gov

**BATTLE OF THE BUILDINGS**  
EPA's NATIONAL BUILDING COMPETITION

WATCH THE BATTLE UNFOLD!

ENERGY STAR

PRODUCTS

- Explore Products >
  - Find ENERGY STAR Products
  - How a Product Earns the Label
  - Save Energy at Home
  - Join our Movement
  - SAVE ENERGY
  - Rebate Finder

HOME IMPROVEMENT

- Explore Home Improvement >
  - Control Home Problems
  - Address Your Home
  - Air Seal & Insulate
  - Heat & Cool Efficiently
  - Home Performance with ENERGY STAR
  - Find Contractors

BUILDINGS & PLANTS

- Explore Buildings & Plants >
  - Guidelines for Energy Management
  - Tools & Resources Library
  - Expert Help
  - Commercial Building Design
  - Green Buildings

NEW HOMES

- Explore Quality New Homes >
  - Find an ENERGY STAR Builder
  - Find Home Energy Rate Partners
  - Find Incentives for ENERGY STAR New Homes
  - ENERGY STAR New Home Features & Benefits for Homeowners
  - For Residential Professionals

1040 Tax Credits for Energy Efficiency

Cool Your World with ENERGY STAR Windows

ENERGY STAR Appliance Rebate Program

ENERGY STAR Products

ENERGY STAR in Affordable Housing

Buying with ENERGY STAR

GO TO PARTNER RESOURCES

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# Green Prospecting Energy Star

Buildings & Plants : E

www.energystar.gov/index.cfm?n=business.bus\_index

**BATTLE OF THE BUILDINGS**  
EPA'S NATIONAL BUILDING COMPETITION

About ENERGY STAR - News Room - TAGs

ENERGY STAR Products Home Improvement New Homes Buildings & Plants Partner Resources

Buildings & Plants

Guidelines for Energy Management

Tools & Resources Library

Expert Help

Commercial Building Design

Green Buildings

Getting Started for...

Government

Healthcare

Higher Education

Hospitality/Entertainment

Industrial

K-12

Real Estate/Multifamily

Retail

Small Business

Construction

Service/Professional

Utilities & Energy Efficiency Program

**Buildings & Plants**

Improving the energy efficiency of the places where we work, play and learn helps us save energy, save money, and fight global warming. Look for facilities that have earned the ENERGY STAR — the national mark of excellence in energy performance — and know with confidence that the facilities are energy efficient and have a smaller carbon footprint.

[View All Labeled Facilities](#)

**The Golden Rule Building**

121 East Seventh Place  
St. Paul, MN 55101

LEED Gold  
3,000 sq. ft. of facilities

**CELEBRATING A DECADE OF ENERGY STAR BUILDINGS 1999-2009**

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Partners & Professionals

Energy Portfolio Director

Find Labeled Buildings and Plants

[http://www.energystar.gov/index.cfm?fuseaction=labeled\\_buildings\\_locator](http://www.energystar.gov/index.cfm?fuseaction=labeled_buildings_locator)



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ENERGY STAR Certified Buildings and Plants

Search below for a list of facilities that measurably cost less to operate and improve the quality of our environment. These are not demonstration facilities, but rather real world buildings and plants resulting from prudent [cost-to-ownership](#) strategies and [green technologies](#).

14,596 ENERGY STAR Buildings & Plants Labeled Buildings covered 2,340,033,018 square feet.

**Find Facilities**

Select Facility Types (14596 Total):

Select Label Year:  Only facilities with detailed profiles:

City:  State: All States Zip:

Check to find facilities by organizations that own and not them:

- Facility Owners
- Property Managers
- Service & Product Providers

**FIND**

Or Try Alternative Searches:

Customer House - 08025Z2  
220 NW 83rd Ave.  
Portland, OR 97209  
Back / Home  
544.019.2346 x2.140019



[http://www.energystar.gov/index.cfm?fuseaction=labeled\\_buildings.locator](http://www.energystar.gov/index.cfm?fuseaction=labeled_buildings.locator)



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Showing ENERGY STAR Labeled Facilities in Tennessee | Google Drive

www.energystar.gov

### ENERGY STAR Labeled Buildings & Plants

Showing ENERGY STAR Labeled Facilities in Tennessee

1,124 of 1,124 buildings. Labeled Buildings: 1,124 of 1,124 buildings.

Map controls: Map, Satellite, Hybrid

- 4181 Facility Type: Retail  
2147 North Main Street, Clarksville, TN  
[View it](#) | [Details](#)
- 18191 Johnson City Facility Type: Retail  
190 Marketplace Drive, Johnson City, TN  
[View it](#) | [Details](#)
- 18191 Germantown Facility Type: Retail  
2036 N. Germantown Parkway, Germantown, TN  
[View it](#) | [Details](#)
- 18191 Collierville Facility Type: Retail  
3515 East Hickory Lane Road, Collierville, TN  
[View it](#) | [Details](#)
- 18191 Jackson Facility Type: Retail  
1131 Vain Drive, Jackson, TN  
[View it](#) | [Details](#)
- 18191 Clarksville Facility Type: Retail  
2448 Walnut Runway Rd., Clarksville, TN  
[View it](#) | [Details](#)
- 18191 Murfreesboro Facility Type: Retail  
2025 E. Morris Blvd., Murfreesboro, TN  
[View it](#) | [Details](#)
- 18191 Spring Hill Facility Type: Retail  
1020 Crossing Blvd., Spring Hill, TN  
[View it](#) | [Details](#)
- 18191 Smyrna Facility Type: Retail  
275 Industrial Blvd., Smyrna, TN  
[View it](#) | [Details](#)
- 18191 Cleveland Facility Type: Retail  
2080 Emery Rd., Cleveland, TN  
[View it](#) | [Details](#)
- 18191 Dyersburg, TN Facility Type: Retail  
2700 Lane Rd., Dyersburg, TN  
[View it](#) | [Details](#)
- 2218 Clarksville, TN Facility Type: Retail  
1501 Guthrie Hwy Ste 600, Clarksville, TN  
[View it](#) | [Details](#)



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# Green Prospecting Internet Search Engines

Google "green initiatives" nashville tn  
About 211,000 results (0.10 seconds)

Everything  
Images  
Videos  
News  
Shopping  
More

**Bloomington, IN**  
Change location

Show search tools

[Nashville gov - Mayor's Office of Environment and Sustainability ...](#)  
www.nashville.gov/sustainability/ - Cached  
Metropolitan Government of **Nashville & Davidson County, Tennessee** ... exists to help develop and expand **green initiatives** focused on reducing waste, ...

[Nashville TN Tennessee Green Initiatives, Programs and Profile ...](#)  
www.greentowns.com/tn/nashville - Cached  
A green profile of **Nashville TN**. View local initiatives and programs that are happening in and around **Nashville Tennessee** and get involved to create a ...

[Leading Green Initiatives:](#)  
www.millerconsultants.com/documents/Green\_Final.pdf  
File Format: PDF/Adobe Acrobat - View as HTML  
June 6-8, 2010 **Nashville, TN** **Leading Green Initiatives: Leading Beyond Just Green.**  
Kendra M. Coleman, Kathy Miller Perkins, Miller Consultants, Inc ...

[MNAA Sustainability and Green Initiatives - Nashville ...](#)  
www.flynashville.com/info\_center/FlyGreen.aspx - Cached  
**MNAA Sustainability and Green Initiatives ...** ©2006 Metropolitan Nashville Airport Authority  
• One Terminal Drive Suite 501 • **Nashville, TN 37214** • TEL ...

[Sheraton Denver Downtown Hotel Continues to Implement Green ...](#)  
www.wkrn.com/.../sheraton-denver-downtown-hotel-continues-to-implement-green-initiatives  
May 16, 2011 - **WKRN, Nashville, Tennessee News, Weather and Sports** |Sheraton Denver Downtown Hotel Continues to Implement **Green Initiatives**. Member Center. ...

[Planet Green Jobs, Employment in Nashville, TN | Indeed.com](#)  
www.indeed.com/q-Planet-Green-4-Nashville,-TN-jobs.html - Cached  
Jobs 1 - 7 of 16 - 16 Planet Green Jobs available in **Nashville, TN** on Indeed.com: one ... that



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# Green Prospecting

- USGBC
- Green Globes
- Sustainable Business Industry Council
- Energy Star & other EPA Programs
- Practice Greenhealth
- MD Hospitals for a Healthy Environment
- Healthy Schools Campaign
- Collaborative for High Performance Schools
- State Legislation & Procurement Policies
- Internet Search Engines
- Read “green” news
- PR, articles and presentations



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# Green Elevator Speech

- Why should the facility manager of a Green Building buy from you?
- Recognize them as a leader
- Acknowledge that Green Cleaning is a very small part of what they do, but important
- Green Cleaning is accelerating quickly
- State your expertise
- Offer to do an audit
- All under 30 seconds



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# Greening Products (Help customers save money)

- Mats
- RTU chemicals
- Low quality paper
- Folded hand towels
- Single toilet tissue dispensers
- Disposable cloths and mop heads
- Poor equipment maintenance
- Low quality (disposable) equipment
- Low quality (non durable) floor finishes





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# Greening Processes (Help customers save money)

- More effective procedures
- Day time or blended cleaning
- Shared responsibility
- Proper dilutions of chemicals
- Energy saving strategies
- Water saving strategies



# Overcoming Common Objections

- Products too expensive
- Products don't work
- Too hard to change
- Green is not a requirement
- We're already doing it
- Green is a communist plot



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# Green Marketing & PR

- Press releases, newsletters, social marketing
- Articles in local newspapers and business journals
- Volunteer and engagements
- Hire an intern --- graduate students



# Green Sales Management

- Priorities & Objectives
- Training
- Goals & Incentives
- Manage Vendors



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EDUCATION  
PROVIDER  
PROGRAM



Sustainability  
DASHBOARD  
MOVING BEYOND GREEN TO SUSTAINABLE





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EDUCATION  
PROVIDER  
PROGRAM



# Selling Green Cleaning: From Why to Why Not



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