



Support for Santoemma Authorized Dealers

We are aware of the daily difficulty of the resellers in proposing the most suitable solutions for each type of customer.

Customers' needs are very different, the suppliers and products they need to know are also many, and it is therefore difficult for the sales force to keep everything in mind.

From our side, we are ready to help our partners in proposing our cleaning and sanitising systems, providing support in various ways.

Initial training and periodic updates of the sales force

1. PowerPoint presentations (available on request)

Useful for presenting Santoemma programmes to your sales force.

2. Training for sales force in our showroom

We offer free theoretical and practical training for your company's sales people.

You can book for the next event on the calendar or make an appointment on a specific day.

3. Online training meetings

When distance or time make it difficult to travel, we are available to organise online training sessions, **of about 1 hour duration**, to introduce our products to your employees, or to discuss specific topics in detail.



Daily advice to suggest the most suitable models for different customers

1. Questions to our sales department

We are available to support the sales staff of our distributors in identifying the most suitable solution for a specific cleaning problem, indicating the model we recommend in that specific case and listing the most useful documents to show the potential customer (such as: ready-to-print quotation sheets, videos, catalogues, test reports, calculations of cleaning costs and related savings and benefits).

2. International reference list

We are available to share with our Authorized Dealers information on significant cases concerning machines sold in various countries, which may be useful:

- For our dealers: to show interesting cases of sales made in other countries.
- For potential customers: to reassure them that the proposed machine is suitable for their needs, since it is a model that has long been sold in many other countries.

3. Our suggestions through periodic e-mails

We will keep you constantly updated by e-mail about new products and particularly interesting success stories and opportunities, in order not to miss any sales opportunities.

If you would like to provide the names and e-mail addresses of your colleagues, we will also contact them directly for these product announcements, which will in no case contain information on sales prices.

4. APPLICATIONS section of the website

The [APPLICATIONS section](#) contains over 170 applications for our cleaning systems. This is a very useful tool for daily sales activities, developed to:

- ⇒ **Share our specific experience with various types of customers**
- ⇒ **Help you to propose the most suitable models to each customer**

5. Section CHOOSE YOUR CARPET MACHINE

In the [section CHOOSE YOUR CARPET MACHINE](#) we help you choose **the most suitable model to your needs**.

The purpose is to **reduce the global cost**, which considers not only the initial cost of the machine, but also the cost of labour, detergent, water and electricity. Often, buying a slightly more expensive machine can result in a significantly lower total cost, as the cost of labour and other resources used are significantly reduced.

By filling out the form on the site, you will identify **the 3 best machines** that minimise the total cost over the considered time frame.



Material for your show-room

1. Posters

To create a Santoemma dedicated section in your showroom.

2. EVELINE display

To highlight this successful model. It describes the machine and includes a catalogue pocket.

3. Video-Display

You can easily show videos of Santoemma systems to your customers and make the relevant catalogues available to them. Catalogues refill kits are available on request.

4. Plastic demo wall for demonstrations with RESTROOM models



Poster



Eveline Display



Video-display



Demo wall



Tools to promote Santoemma products to your customers

1. Complete catalogues of Santoemma programs

2. Santoemma sales books

Santoemma sales books consist in different parts:

- Introduction to the specific sector and the relevant Santoemma cleaning systems
- Range description
- Comparative technical data
- Application field of each model
- Illustrated description of accessories
- Compatibility of machines and accessories
- A detailed technical and commercial data sheet for each model, which can be used to make offers to your customers.

In detail, the sheet of each model contains:

- One or more photos of the machine
- Description of the machine and its application fields
- Description of its working method
- Advantages of the machine
- Further advantages resulting from more specific technical features
- Technical data
- Price of the machine complete with standard accessories
- Suggested optional accessories for each machine with prices.

Besides using the general catalogues, each data sheet can be printed and used to **make complete and detailed offers** to final customers.

The image displays four pages from a Santoemma sales book. The first page shows a machine and its application fields. The second page contains technical data and application fields. The third page shows a table of technical data. The fourth page shows a table of prices. A red arrow points to a circled area in the price table with the text "Insert the price here".

Studied in detail, the sales book is also a complete training instrument for your sales force.



3. Photos of machines and accessories (available on request)

- **Single photos** (to be included in your catalogues or websites, for example)
- **Photos of machines in action** (to give an idea of machine use and cleaning results)

4. Demonstration videos of different models, available

- On the **Santoemma website**, in the section <https://www.santoemma.com/EN/site/videos>
- Or on **YouTube**: <https://www.youtube.com/@SantoemmaSrl>

Contact us to request videos in different formats: for your website, for your exhibitions/events, for PCs, for mobile phones and tablets.

After sales documentation

You can access the restricted area of our website by LOGGIN IN the following page:
<https://www.santoemma.com/EN/site/login> by entering:

Username: dealer

Password: D80992013

Here you will find:

- **User manuals**
- **Exploded drawings**
- **Electrical diagrams**
- **List of recommended spare parts to keep in stock**
- **Service Manual** - a useful tutorial for sales and service personnel, containing detailed technical information on the Santoemma range and trouble-shooting sections
- **Complete documentation on Santoemma chemical products**
Safety data sheets, technical data sheets of all Santoemma detergents and test reports on the bactericidal action of sanitising products.

Suggestion → 3 actions to do now:

- 1) **Subscribe to our socials**, to share our news with your customers



- 2) **Share this file** with colleagues in your company who might be interested

- 3) **Visit our website:** www.santoemma.com

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