

# Strategic Battlecard: Low VOC

## WHAT IS LOW VOC?



Volatile organic compounds (VOCs) are emitted as gases from certain solids or liquids. VOCs may have environmental impact on things such as smog and exposure may lead to adverse health effects. For these reasons governmental and private industry regulations may be in place to limit VOC emissions as measured in parts-per-billion or parts-per-billion.

## CUSTOMER CHALLENGES OR REQUIREMENTS



- Maintain a safe working environment for employees
- Meet regulatory thresholds set by local, regional, or federal entities in order to avoid negative repercussions such as fines.
- Incorrect or incomplete information in the marketplace that could be causing confusion
- Other...

## COMPANY SOLUTIONS AND BENEFITS



- Products
- Features/Performance
- Data/Data Tables

MPC® (water-based)	VIGON® PE 180	•	•
	VIGON® PE 190A	•	•
	VIGON® A 200	•	•



## 1-MINUTE SELL



- Customer challenges, pain points, objections
- Competitive information in the market
- What we offer and why we win
- What to focus on and how to steer the conversation

## GOLDEN QUESTIONS

1. Up to 5 qualifying or probing questions that we should be sure to ask when discussing this subject with a customer or prospect
2. Uciist, solupis aborrum id quam quae. Ores que volut ellaut omnis ex eum di offic tempore rciducit restibus qui- atempora volectinciam que culla ium et, coneste maximil illorem is sanditat.

## ROLE-BASED MESSAGING

1. Value statements or unique selling points that we can share with individuals in different roles and different stages of the buying process.
2. Uciist, solupis aborrum id quam quae. Ores que volut ellaut omnis ex eum di offic tempore rciducit restibus qui- atempora volectinciam que culla ium et, coneste maximil illorem is sanditat.

## RESOURCES



- People
- Documentation
- Online reference

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## OBJECTION HANDLING



**The Customer May Ask:** "Pudit officat moluptis ute qui ditius apicaeperum rectibus qui non etur, sint fugitaq uatur? Illa quunt untibus, ullaccate simenet faciet et et volorum quiae venim deribus a n pel isit ut is vernati oreres soluptio dolo blabo. Luptaqui"

**COMPANY Responds:** "Pudit officat moluptis ute qui ditius apicaeperum rectibus qui non etur, sint fugitaq uatur? Illa quunt untibus, ullaccate simenet faciet et et volorum quiae venim deribus a nient queit ut is vernati oreres soluptio dolo blabo. Luptaqui"

**A Competitor May Say:** "Pudit officat moluptis ute qui ditius apicaeperum rectibus qui non etur, sint fugitaq uatur? Illa quunt untibus, ullaccate simenet faciet et et volorum quiae venim deribus a nien is vernati oreres soluptio dolo blabo. Luptaqui"

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**A Common Misconception May Be:** "Pudit officat moluptis ute qui ditius apicaeperum rectibus qui non etur, sint fugitaq uatur? Illa quunt untibus, ullaccate simenet faciet a nient que sit ipsae pel isit ut is vernati oreres soluptio dolo blabo. Luptaqui"

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TBD

Will change depending on topic and arguments that need to be made or countered