

Case Study - Government

A Sale to Remember



The White House in Washington, D.C. recently remodeled a private kitchen used by President Bush and The First Family. To maintain the kitchen floor, the maintenance staff wanted a new, technologically advanced floor machine that could tackle a number of very specific floor care needs presented by the new kitchen.

"The floor has a textured, epoxy covering with open as well as very narrow areas," says Bryan Cope of Unified Sales, Beltsville, MD, who helped the White House find a new floor machine. "They wanted a low-profile machine that was able to maneuver confined spaces, powerful enough to tackle large areas, and able to fit under counters, islands, and workstations without damaging or splattering walls or woodwork. "I showed them Tornado's **BR 400**, a compact but powerful cylindrical brush machine filled with several innovative features.

The **BR 400** automatically applies, scrubs, and recovers solution while safely maneuvering in any direction—even in tight areas—on virtually any floor surface.

"At 1,000 PRM, it had the power they were looking for," Cope says. "But what really sold them was when I put the **BR 400** to work on the kitchen floor. It cleaned dramatically better than the low-speed, conventional buffer they had used for years."

Cope says he's sold to all kinds of customers in his years as a rep, but selling to the White House was definitely special.

"They surprise me with a purchase order for the machine right on the spot, and then they gave me a bag of White House gifts and goodies," Cope says. It certainly was a sale to remember."