

## Oreck Corporation Product Launch Brief

# Introducing The New Orbiter 700 Series

We are happy to announce the latest addition to the Orbiter line, the Orbiter 700. This unit has a premium appearance. It's black color with chrome accents to match our XL21, make it more appealing to our residential customers. Here are some key features that make this product unique;

- 10-year warranty
- 10 free tune-ups A \$300 Value
- 1/2 peak horsepower



## Comparison Chart

Product	Orbiter 700	Orbiter 600	Orbiter 550
Intended Use	Residential	Residential	Commercial
Warranty	10 year overall	1 year overall, 5 year motor	1 year overall 5 year motor
Horsepower	½ horsepower peak	1/3 horsepower peak	½ horse-power peak
Free tune-ups	10 (\$300 value)	None	None
Weight	24 lbs	24 lbs	24 lbs
Cleaning Path	13" (12" pad driver)	13" (12" pad driver)	13" (12" pad driver)
Cord Length	30 ft grounded 3-wire	30 ft grounded 3-wire	30 ft grounded 3-wire
Cord Dump	Yes	Yes	No
Finish	Black with chrome accents	Crème with blue accents	Silver vein powder coat
Retail SKU	ORB700MB	ORB600MW	ORB550MD
Suggested Retail Price	\$499.95	\$399.95	\$499.95

### Table of Contents

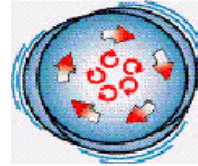
Introduction to the Orbiter 700	2
Key Selling Points	2
Set Yourself for Success	2
Demonstrations	3-6
Unit Specifications	6

## **Key Selling Points**

**Little Maintenance**-The Orbiter motor bearings are factory lubricated and sealed. Combine this with the induction motor, which is precision engineered to last a life-time, and this product is virtually maintenance free. All servicing for this machine is done at an authorized service center and includes **10** free annual tune-ups.

*For additional Tune-up information review [The OMC Orbiter Trouble Shooting Guide 8145 on Oreckretail.com](#)*

**Easy to Use**– The random orbit motion helps our Orbiter easily glide over floors with fingertip control.



**Hard Floor Cleaning**– The Orbiter brings out the natural luster in hard floors and leaves floors cleaner. Ideal for hard wood, tile, laminate, vinyl, linoleum, granite, marble and other stone flooring.

**Dry Carpet Cleaning**– The #1 reason carpet is replaced is not due to wear and tear but being dirty. When using the Orbiter with the Oreck Dry Carpet System, it will reduce allergens by up to 70%, prolong the life of the carpet and make the cleaning easier.

**Less Cleaning Time**-The purchase of an Oreck Orbiter will allow the customer to spend less time cleaning. They will have one machine that sands, waxes, polish, buffs, scrubs and dry-cleans carpets. This is a must have product for today's busy family.

**30-Day Trial**-The customer can try the Orbiter in their home risk-free for a full 30 days. Clean every floor surface in the home, if they don't agree that the Orbiter saves time, energy and money, just send it back.

**Warranty**-A 10-year overall warranty.

**Saves the Customer Money**.-The customer will find that it is very expensive to rent similar machines that perform the same home chores. The brushes and pads can be reused. Just rinse, turn them over, and then rinse them off.

**Set Yourself Up For Success**

**You can't sell what you don't have so make sure you have enough inventory on hand**

**Place your units in places that are easy for the customer to see**

**Make sure your demonstration area is ready to go. This ensures a better presentation and increases your sales**

The Orbiter is a fantastic machine with many uses. The motor is designed to last a lifetime and requires no maintenance. It uses a combination of brushes and pads, attached to a drive pad holder and may be used to perform any of the following tasks:

- Clean carpets and area rugs
- Clean concrete and asphalt
- Clean hard surface floors
- Clean wood floors
- Strip hard floor surfaces
- Refinish hard floor surfaces
- Sand level wood floors
- Clean and restore marble



# Demonstrations

When demonstrating the Orbiter the most important thing to remember is **PUT IT IN THE CUSTOMER'S HANDS!** When you demonstrate the vacuum do you vacuum the rice crispy and kapok for them? No, the customer does. Why do we do it that way? To create ownership and make the customer feel comfortable with our product. This is even more important with demonstrating the Orbiter since typically this product is not what brought them into your store originally. The discovery questions and process is also vital in making your presentation successful. By obtaining knowledge about your customer you will be able to offer them all of their cleaning solutions. Another important thing to remember is have your store demo ready. I like to think of a **4 WOW System** when demonstrating the Orbiter. The following pages give you examples of how to demonstrate the Orbiter to your customers.

## The Hard Wood/Flooring Demonstration– WOW#1

I like to perform this demo first. Ask yourself how often do people need to clean their hard flooring surfaces versus cleaning their carpet? Typically this is done at least once a week. By showing them how to clean their hard surfaces builds more value in the Orbiter. The customer will see themselves using it more since these tasks are done on a more regular basis. Another thing to remember is you only usually have a small window of opportunity to get this product in their hands. This demonstration is only about 45 seconds and is guaranteed to get a WOW from your customer.

- Using a clean white terry cloth bonnet with every customer and your demo ready floor laminated flooring, place a mark or scuff mark on the floor.
- Turn on the unit and hand it over to the customer to go over the mark. While they are doing this, talk about the Timberworks and spray a small amount on the area.
- Then have the customer go over it again and usually they will say “**WOW**”.
- The next step is turn over the unit and show how that clean bonnet now contains the material used for your marking.
- Then you explain how that represents the dirt, grime, scuff-marks or whatever else they have cleaned transferred from the floor to the bonnet.
- Then tell them all they have to do is throw the bonnet in the wash. It is that simple. It cuts cleaning time down significantly, no rinsing out mops using their hands or messing with buckets.
- Have the customer run their hands across the newly cleaned floor. This shows them how easy it is to clean the floors and it is now dry with no residue



## The Tile & Grout Demonstration-WOW#2

Every store may not be set-up the same but most should have some tile. Everyone knows that cleaning tile and grout is a very time-consuming task. If the customer has told you they have tile, this is a must demo for you. Have diluted Grunge Attack or Stone Clear Bottom, orange scrub brush and usually you can use the other side of the white terry cloth bonnet that is still clean for this demonstration. You may not always have time to do both the brush and then follow up with the white terry cloth bonnet but at least use the white terry cloth bonnet to show the dirt you have easily removed from the floor.

- Lightly spray the cleaning product on the area
- Then have the customer go over it with the orange scrub brush. While they are doing this you can ask reaffirming questions like; “Isn’t that so much easier than getting on your knees to clean your grout? Isn’t this faster than a mop”?

- After they have gone over the area, change the attachment back to the white terry cloth bonnet
- Turn the unit back on and have the customer go over the area
- Once they have completed that, remember to turn over the unit again to show the dirt you just removed that is on the white terry cloth bonnet
- The customer will WOW. That is your opportunity to once again reaffirm how useful this will be to the customer. "We do this demo all of the time and look at the dirt we still picked up, imagine what it can do for you?"



## The Car Mat/ Dirty Carpet-WOW 3

In several stores the tile is by the front door. Since they are already half way to their car, mention cleaning their car mat. Cleaning their car mat or a dirty piece of sample carpet you have demo-ready is so much more effective than just showing the process of our Dry Carpet Cleaning System on our clean store carpet. There is no dirt like the customers dirt and this will truly show them how easy our product is to use and how great our Dry Carpet Cleaning System really does work.

### Car Mat Demonstration

- Vacuum the car mat of all surface debris
- Using duct tap, make an X across the car mat. This will amplify the appearance of your demo results
- Lightly spray the Pre-Mist over the area. You may need to bonnet clean the mat if the customer has time constraints. This will at least remove dirt for you to show on the white terry cloth bonnet after. This gives you an opportunity to teach them that is how to clean high traffic areas in their home.
- Sift a small amount of powder over the car mat and attach the black carpet brush to the Orbiter
- Turn the unit on and hand it over to the customer to scrub in the powder
- Show the customer that they can now directly walk on the car mat and it doesn't affect the system or damage the carpet fibers. This is another way to compare our Dry Carpet Cleaning System to other forms of carpet cleaning or extraction.
- Once they have finished, vacuum the powder from the mat
- There will be an immediate improvement on the mat. This is when you tell them how at home you will want to wait 30 to 45 minutes to vacuum after application. Remember to mention that when the Dry Carpet Cleaning System is used in conjunction to vacuuming it can reduce allergens up to 70% more than just vacuuming alone.
- Remove the tape to show the customer even more of a difference. Although you may not always remove all of the dirt in a couple of minutes, the tape will show the customer an immediate difference.



### Provide a Soiled Sample-

In the event you have a customer that does not have car mats or willing to bring them in you have options.



- One is to take a light colored sample of carpet and spray generously with Pre-Mist
- Take it out into your parking lot and place face down.
- Walk over the sample to help push the grime onto the carpet. That way you will have dirt to remove for the customer.

#### **Charcoal & Diet Coke Demonstration-**

For this demonstration you will need a light colored carpet sample, charcoal (without lighter fluid added), and flat Diet Coke. Our sprayers fit into the 20oz size soda bottles. It is important to make the soda flat prior to use because if it is still carbonated, once you start spraying it will not stop.

- Spray some soda onto the carpet and on a piece of charcoal to moisten it.
- Rub the charcoal on the carpet. The bigger the mess the better!
- Then you have a choice of simply bonnet cleaning or the entire Dry Carpet Cleaning System

#### **The Value- WOW 4**

Remember to always assume that they are buying everything! This is the time to mention that since they are getting the other components of our system; they are actually getting a discount on the Orbiter.

### **Unit Specifications**

- SKU: ORB700MB
- UPC: 7-43808-40045-09
- Warranty: 10 year
- Motor: 1/2 hp peak, induction-type
- Weight: 24 lbs
- Cleaning Path: 13" cleaning path (12" pad driver)
- Pad Speed: 1725 Orbits per minute (equivalent to 175 RPM)
- Power Cord: 30' grounded 3-wire
- Finish: Black with chrome accents
- Handle: Patented soft grip T-style
- On/Off Switch: Lighted in T-Handle for fingertip control



***If you have not taken the Orbiter home and used it on your own floors, do so now! Once you have seen how it works on your own flooring, it will carry over into your presentations. This will make you more effective because you will feel more comfortable using the product and you can also use your own personal testimony when talking to your customers.***