Selling the Sizzle!!!



Before You Start . . .

Separate areas into







Gate Installation Scenarios

- The number one concern of your customer is usually Gates
- Explain the types of Safety Gates briefly
- Cover the Benefits of the different possible gating plans
- Get your client to visualize the differences

Overall Household Hazards and Concerns

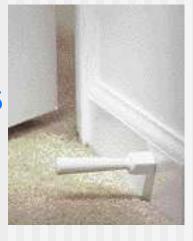


Blind cords

Doors and Windows



Door stops

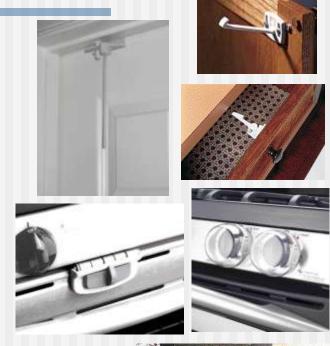


Electrical outlets and cords



Childproofing Room by Room Kitchen

- Latch all cabinets and drawers from waist level to floor
- Install an oven lock, stove guard and stove knob covers
- Lock for pantry and basement doors or install gate for area leading to basement



Kitchen Safety Tips

- Cook on rear burners and turn pot and pan handles towards back of stove
- Dishwasher etiquette
- Pots and pans aren't toys
- Keep kids away from counters
- Medications and vitamins

Childproofing Room by Room Bathroom

- Toilet locks
- Safety latches for cabinets and locks for doors
- Bathtub spout protector to guard against bumps and scalds
- Full-size bath mat
- First aid kit







Bathroom Safety Tips

- Keep items such as shampoos, mouthwash, cleansers out of baby's reach
- Keep trash out of your child's reach
- Keep medications out of your child's reach and discard expired medications
- Turn down water temp to 120°F
- Always supervise children in bathrooms

Childproofing Room by Room Nursery

Safety latches for drawers

- Smoke detector
- Poison first aid kit
- Secure furniture to wall
- Toy chest lid support
- Window guards



Nursery Safety Tips

- Place crib and changing table away from windows
- Always lower crib rail to pick up baby
- Keep baby lotion, diaper cream, ointments and plastic diaper bags out of baby's reach
- Beware of using second-hand or borrowed items, especially cribs

Childproofing Room by Room Adult Bedroom

- Safety latches for drawers and closets
- Fire escape ladder if designated escape room
- Lock on door
- Secure furniture if needed
- Master bath (same safety steps as other bathrooms)





Adult Bedroom Safety Tips

- Remove items such as perfumes, powders, coins, jewelry from tops of dressers
- Check for sharp corners on bed frames and dressers
- Safely store purses, belts and other adult items
- Avoid using your bed as play space
- Discard plastic bags from dry cleaners

Childproofing Room by Room Home Office

- Safety gate to prevent access to this area
- Drawer and cabinet latches
- Secure power strips and computer equipment

Home Office Safety Tips

- Work while your baby is sleeping safely in his or her crib
- Meep all office equipment and supplies confined to this room
- Remember it is not possible to work and watch

Childproofing Room by Room Other Areas in Your Home

- Safety gates for staircases and to separate areas for safe play space
- Hearth gate/hearth pad to protect from hard, rough surface and sharp edges and corners
- Skid-proof backing for area rugs
- Lock or safety gate for basement door
- Protection for balconies with unsafe distance between railings





Common Areas Safety Tips

- Check banisters for loose railings
- Give away unsafe plants
- Avoid using tablecloths or runners
- Keep wastebaskets out-of-reach
- Safety gates at top and bottom of stairs
- Hardware mounted gates for top of stairs
- Electronic equipment out-of-reach
- Secure shelves, unstable furniture, etc. to wall

Childproofing Room by Room Outdoor Decks

- Deck netting if unsafe distance between railings and between rail and deck floor
- Safety gate for stairs, barbeque grills
- Covers for outlets





Outdoor Safety Tips

- Check decks for splinters and exposed nails
- Check handrails to make sure they are secure
- Keep chairs and benches away from sides of decks
- Prevent access to barbeque grills
- Store unsafe items (fertilizer, halite, anti-freeze, tools, etc.) in out-of-reach location
- Empty wading pools immediately after use
- Create a shady area for your child

Family Safety Home Safety Basics

- Smoke detectors, fire escape ladders, escape plan
- Carbon monoxide detectors
- First aid kits, books, CPR, etc.
- Emergency contact information







What Do We Sell?

 We sell Convenience for the customer

We sell Safety for their child