

Selling the Sizzle!!!



Before You Start . . .

Separate areas into

Baby space



Family space



Adult space



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



**OLIVIA!
WAKE UP!**



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
-  Keep 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