



Technical Value Selling

Turn correct product knowledge into a better sales conversation

THE CLEAN TANK STANDARD

Technical knowledge is useful only when it helps diagnose the application, expose a meaningful difference, reduce customer risk or improve the recommendation. It is not a license to lecture, frighten or improvise.

01 The four-question technical opening

QUESTION	WHAT IT REVEALS
What are you putting in the IBC?	Product history, cleanliness, compatibility, valve/gasket and regulatory issues.
Is it regulated hazardous material?	Whether exact classification and packaging authorization must be addressed.
Will the filled IBC be transported?	Whether the HMR transportation requirements apply to the proposed use.
Do you require UN packaging or documentation?	Testing, inspection, traceability and internal customer approval needs.

02 Then find the buying reason

- Purchasing: price, terms, availability and vendor consolidation.
- Operations: consistent condition, valve performance, delivery and downtime.
- EHS/compliance: appropriate packaging, current status, records and traceability.
- Management: risk, total cost, supply continuity and accountability.



03

Convert the technical feature to customer value

FEATURE	CUSTOMER OUTCOME	DISCOVERY QUESTION
Unique numbered tag	The physical IBC can be connected to its record.	How does your current supplier tie paperwork to a specific tote?
Bottle-removal inspection	Condition hidden by the cage can be evaluated where the rule requires removal.	What inspection process does your current product receive?
Documented leak test	The customer receives evidence of the work, not only a date.	Does your EHS group require the underlying result or certificate?
New valve option	An unknown used wear point is removed.	Have valve leakage or service issues cost you time?
Controlled escalation	Difficult applications are checked before a promise is made.	Who approves chemical and packaging compatibility for you?

04

Compare products before comparing prices

- New, rebottled or used inner receptacle and the exact work performed.
- UN design type, periodic status, physical condition and documentation.
- Valve, gasket, closure, pallet and capacity.
- Cleanliness, consistency, quantity, delivery and supplier accountability.

PRICE RESPONSE

'They may be cheaper. Before we compare the two prices, let's make sure the products and documentation are actually the same. What are they supplying at that price?'



05	Technical objections without discounting	
CUSTOMER STATEMENT		RESPONSE PATTERN
'It's just a tote.'		Agree with the desire for simplicity, then distinguish application, condition, valve, current status and documentation.
'I don't need paperwork.'		Ask whether EHS, a carrier, customer audit or incident investigation could require evidence later.
'They write the date on the plate.'		Ask what test and inspection support that date and how the record is tied to the unit.
'Can you match \$15 less?'		Verify equivalence, then determine whether volume, freight, specification or terms justify a concession.
'Tell me if it works for this chemical.'		Gather the exact material and escalate the technical determination before committing.
06	The salesperson's technical boundary	
EXPLAIN CONFIDENTLY		ESCALATE
Product construction; Clean Tank product categories; basic UN marking; periodic-test concepts; Clean Tank process, tag and documentation.		Hazard classification; exact packaging authorization; compatibility; SG/pressure limits; unusual repair/design type; regulatory accusation; contractual guarantee.
MANAGEMENT RULE A delayed correct answer is better than an immediate unsupported answer. Record the question, the proposed IBC and the person who approved the technical response.		



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Knowledge check

1. What should come before a detailed price discussion for an unfamiliar application?
2. How should a salesperson respond to a cheaper competitive quote?
3. What is the benefit statement for Clean Tank's unique tag?
4. Should the salesperson accuse a competitor of noncompliance based only on a customer's description?
5. Name two technical matters that must be escalated.

ANSWER KEY

1. Application discovery and product qualification. | 2. Determine whether the products, work and documentation are actually equivalent before negotiating. | 3. It connects the physical IBC to its supporting service and testing record. | 4. No; ask factual questions and verify before any accusation. | 5. Examples: classification, compatibility, authorization, SG/pressure, unusual repair/design type or regulatory accusation.

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Regulatory basis and source links

The current Hazardous Materials Regulations control. These links were checked for this revision on September 17, 2026.

- [Clean Tank SD-101 - Sales Doctrine \(companion internal standard\)](#)
- [49 CFR 173.24 - General packaging requirements](#)
- [49 CFR 173.35 - Hazardous materials in IBCs](#)
- [49 CFR 180.352 - Retest, inspection and records](#)