

# More muscle. More power. Headed your way next week.

The ARM & HAMMER sales kit is a powerful new resource that will give you more tools for easier and bigger sales.

## Bigger.

In the kit, you'll find interactive materials designed to help you drive sales, including:

- A folder containing key talking points, allowing you to create a customizable leave-behind presentation.
- Before-and-after fabric swatches to show the brightening and whitening power of the new liquid and powder detergents.
- Product samples to demonstrate the improved fragrance and texture of our new products.



## Better.

We'll be sending you training information, Questions and Answers, sample scripts, and news about an upcoming teleconference by email, so watch your inbox.

Your sales kit has been shipped and will arrive next week. If you don't receive it by August 6, 2004, call your National Business Manager to have it sent immediately.