



Correct Clean™

Guide to Selling Correctional Facilities

There are over 4,000 state and local detention centers, prisons, jails, and lock-ups. These facilities are used to house or incarcerate convicted criminals or those who are awaiting trial.

The largest number of these facilities are county jails and city lock-ups.

The correctional facilities market provides a great opportunity for Spartan distributors to increase both sales and commissions.



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Safe • Secure • Sanitary

What You Must Know Before the Sale

Every facility has the same focus; the safety and security of staff, prisoners, and visitors.

When preparing to sell a product to this type of facility, first ask yourself, “What kind of weapon or contraband can be made from this product or its components?”

Who’s Who in The Facility:

- Sheriff, Jail Administrator, or Warden oversees the entire facility.
- Business Manager, Auditor, or the Procurement Officer usually places the purchase orders.
- Maintenance Manager, Laundry Manager, Kitchen Manager, or Warehouse Manager usually decide what they need and how much to keep in inventory.
- Fire & Safety Manager or Caustics Officer usually approves the safety of the product.
- Staff and /or inmates use the products.

Background Check

Many facilities may require a background check before your visit. The more secure (higher risk) areas generally require more information and a longer period of time to complete the process. Often your local lock-up has an area that is not as secure, allowing you to meet personnel with little or no background check required prior to visiting.

What Should You Bring into The Facility

Bring only what you absolutely need. These facilities are not like most customers where you can easily bring in just about anything but a firearm. Everything in your possession will go through a security check that is more stringent than the screening at your local airport. Almost without exception you will be required to leave cell phones, money, cameras, etc. in your car or a locker at the front door. Be sure to have valid identification (Driver’s License or Passport).

Product Selection is Critical

As a key component to safety, the staff will closely review pH, the hazardous ingredients and the HMIS or NFPA ratings of a product. The reason for the scrutiny is that the industry uses these ratings and the other information to determine how safe a chemical is for inmates to handle. Generally a product must have an HMIS / NFPA of 1-0-0 to be given to an inmate without supervision. Most of the time the diluted products will be safer than the concentrates. It is important to have both the regular MSDS and the in-use dilution version of the MSDS. To assist you, the Spartan Correct Clean Program specifies products that carry a HMIS rating of 1-0-0.

It is also important to maintain credibility with your safety personnel. One way to do this is to remind them that, while most products can be used in a format that makes them safe enough for use by unsupervised inmates, there are some products that are aggressive by nature and cannot be used unsupervised. These products include all floor finish removers and oven cleaners.

Note: The rating systems are voluntary and thus there is significant manufacturer discretion. It is important to review the Hazardous Ingredients section of products you are introducing into a correctional facility. Remember at some point you will probably be working onsite. Do you want what you are selling turned on you?

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Make The Sale

1. Read and understand the Correct Clean brochure. If you have questions about its content, contact your Spartan Regional Manager for assistance.
2. Find out the name of the Warden or Jail Administrator and contact them. The Warden or Jail Administrator generally makes all major purchasing decisions in the facility. They are the key to your overall success. Once you have contacted the Warden / Jail Administrator, they may refer you to the Business Manager or Fire and Safety officer.
3. Make an appointment. During this part of the process be sure to ask if they need you to provide background information for security clearance. It shows you understand the sensitivity of their business.
4. Bring the Correct Clean brochure with you. It is your step by step guide to helping them select the proper products for their facility.
5. Find out their specific needs and introduce them to the program. Explain the benefits to using the program.
6. Ask for the order. Once you show value there is nothing wrong with asking for the business. Find out if the purchase order has to go through multiple people. Offer to visit with the others involved while you are there to insure you get the approved purchase as soon as possible.
7. After making the sale, follow-up to answer additional questions / provide training.
8. Be sure to ask for the reorder.

After The Sale

- Remember that if it is possible for the containers to come into contact with inmates, you must remove all bales from 5-gallon containers.
- As the delivery is controlled and usually secure, in most cases delivery must match the order exactly. Unless prior approval is received, there should be no substitutions. This is especially true with chemicals.
- The facility is concerned about the one person who may convert the item into the weapon.
- Background checks will be run on all people servicing the account including techs, drivers, and sales representatives.
- For service personnel only, bring the tools and parts you are going to need inside the facility with you. All tools and parts will be inventoried on the way in and out. With this in mind, leave everything you don't absolutely need in your service vehicle.
- Training can be an added tool to keep the customer and establish a long-term partnership. Utilize the Clean✓®, CompuClean® & Training Certification programs to retain the business.

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Important Terms

Associations

The American Correctional Association (ACA): The oldest and largest international correctional association in the world. ACA serves all disciplines within the corrections profession and is dedicated to excellence in every aspect including professional development, certification, standards, accreditation, networking, consulting, research, publications, conferences, exhibits, technology and testing.

The American Jail Association (AJA): A national, non-profit organization dedicated to supporting those who work in and operate our nation's jails.

Facilities

Community Corrections: A federal program that includes contracts with state and local agencies to assist with re-entry of federal inmates into the community, housing for juvenile inmates, and community programs to help reduce recidivism (repeat offenses).

Correctional Facility: A facility where people who are waiting for trial or convicted of crimes are held.

Detention Center: A facility that houses pre-trial suspects at local, state and federal levels.

Jail: A local, city or county facility that houses suspects awaiting trial and people convicted of misdemeanors.

Lockup: Is a facility that is used by local police departments to house suspects prior to arraignment and trial.

Penitentiary / Prison: A state or federal correctional facility that houses felons. Prisons are sometimes owned and managed by private contractors.

Personnel

Business Manager: Generally the person who manages the budget and monitors expenditures for a correctional facility.

Corrections Officer: Person who works at a correctional facility and is responsible for the care, custody, and control of individuals who have been arrested and are awaiting trial or have been convicted of a crime and have been sentenced to time in prison or jail. In the past they were often called guards or jailers.

Jail Administrator: Supervises the operations at a jail. The jail administrator usually reports to the sheriff.

Safety / Caustics Officer: The person within the facility who is responsible for monitoring the safety of the supplies, tools, and other materials being brought into the facility.

Warden: The highest ranking officer in a prison. The warden is responsible for supervising the safety of the inmates and staff in the prison.

General & Safety Terms

Contraband: Any item that is forbidden to be possessed. A few examples include: drugs, cell phones, and money.

Hazardous Material Identification System (HMIS): Established by the paint and coatings industry. This voluntary system is used to describe the relative safety of a chemical compound. HMIS assigns general safety descriptions to its ratings and leaves the final rating to the discretion of the product manufacturer. The ratings range from 0-4 and the current ACA guidelines require a product to have a HMIS rating of 1-0-0 or lower in order to have an inmate use a product unsupervised.

The National Fire Protection Association (NFPA): A private, non-profit organization that provides technical background data and consumer advice on fire protection, problems, and prevention. Their primary goal is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating scientifically-based consensus codes and standards, research, training, and education.

POD: A housing unit in which multiple inmates share living quarters.

Segregated Housing Unit (SHU): The part of a correctional facility used to house offenders that must be kept separate from others due to a security or safety risk.

Weapon: Any material that has been made into a tool to harm someone.



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