

Selling the Message



Hi! My name's Katie and I'm a sales representative for Croda. My job is to visit customers in the UK and around the world and show them new materials they can buy from Croda.

Our customers are people that work for companies such as L'Oreal or Unilever and they put our ingredients into their mixtures.

I take with me samples and technical information which help me explain why they should add Croda ingredients into their products; and when a customer is interested I give them the price of the product, I give them information about the pack size and the delivery.

I can also help customers develop new and original mixtures. My scientific knowledge and experience helps me have successful discussions with our customers.

