

How to Find New Customers

Cleaning Business Guide

Tactic 1: Door To Door/Cold-Call

Go door to door with your flyer and/or business card. When you walk into the facility you will more than likely be met with “the gatekeeper” aka a front desk receptionist. In some instances, the receptionist may be the decision maker for the cleaning services. But, in most cases the receptionist at the front desk is not the decision maker; therefore, you must find way to get pass “the gatekeeper.” The real goal in this case is to get the decision maker’s information. As you approach the front desk person proceed with the following steps:

- Start with a simple phrase such as: “Hi, I’m (your name) with (the name of your company). How are you this today (Allow him/her to answer, and you reply cordially).” Then proceed to say “I was just coming to see how you guys handle your cleaning here?”
- At this point they will say some variation of “we clean ourselves,” or “we already have a cleaning company.”
- If they said “we clean ourselves,” ask if you can provide a free quote. Tell them it won’t take long and remind them that it’s free. They can keep the quote handy just in case they change their minds in the future. If they agree to let you provide the quote, go ahead and measure the site at that moment. If it’s not a good time, get a business card and ask if you can schedule a good time to come out and get measurements for the free quote.
- If they said “we already have a cleaning company,” you then ask who usually handles the hiring of the cleaning company. See if you can get a business card for that person. Once you get the business card, go out to your car and call that person and introduce yourself and your company. Offer to provide a free quote that they can keep as a reference if they look to switch in the future. If they don’t pick up, leave a voicemail; as well as, send an email.

Tactic 2: Network

- Get out and volunteer in local charity events. Most older, established business owners tend to give back to the community. Meet these people and build relationships. Once they see that you are a good person who works hard, they may extend an offer to you to clean their facility just because of your relationship.
- Go to local business seminars and workshops.
- Consider joining the local Chamber of Commerce or BNI.
- Get the MeetUp app on your phone and look for groups that you can join to meet more business professionals.

The key with networking is that you are sincerely looking to build friendships. Don't go in looking to hard-sell everyone. See what you can provide for the other person. Show the value you can provide and make people want to return the effort.

Tactic 3: Internet Marketing

- Search engine optimization (SEO) is a good way to build clientele online. Post blogs, YouTube videos, Facebook/Instagram/Pinterest/etc. posts, and keep an updated website so that your company can start to rank in search results.
- Post before and after pictures
- Consider paying for Facebook and Google AdWords if you find it hard to get ranked in search results the beginning

Internet marketing is the present and the future. If you can master this your cleaning business and anything else you decide to do, can take off! The big companies get the bulk of their business from internet marketing. The best thing about internet marketing is that the customers are usually seeking you and instead of you seeking them.

Tactic 4: Lead Generation Programs

- Paying for lead generation programs like Thumbtack and Home Advisor are also options.
- This can be expensive because you often have to pay for leads that you don't close on.
- This can still be a viable option because the leads are coming to you instead of you going looking for leads.

SALES PROCEDURE

**The items highlighted in yellow were included with your kit*

1. Perform the Bid walk-through: After you obtain a lead that wants to receive a free quote, perform the bid walk-through. This could be done directly after on site when you go door to door. Or this could be scheduled later for you to come in. The walk-through bid is for you to measure the facility, get the desired frequency of service, discover areas of concern from the customer that the customer may have had issues with from the past cleaning service, and any special requests of service. All of this information should be noted on **the bid walk-through form** that you bid with you to the bid walk-through.

To get the total square footage, measure the length and the width of each room. Multiply length by width and that give you the total square feet of that room. Add up the square footage of each room, hallway, and area to get the total square feet so you can plug it back into your **Calculated Clean bidding program**. In addition to the square footage, make note of the type of flooring in each room, the number of fixtures in the restrooms, and any abnormal tasks that could slow down the clean (i.e. glass walls, gym bleachers, etc.).

2. Prepare the Proposal: Now that you've gathered your information, let the customer know that you're going to plug your information into "the system" (makes it sound more scientific) and you will have the proposal to them as soon as possible. When you get back to your home/office, plug in the data from your bid walk-through form into Calculated Clean to get your price estimate. Once the price is calculated, open the **proposal template** and complete it; to include, the price that was just calculated. Submit the proposal to the customer. You can submit via email in PDF format (which I usually do), or hand deliver the proposal, which will give you a chance to sit down and discuss with the potential customer. With the proposal, consider including references, and some sort of marketing material (i.e. flyer or brochure) if you haven't already provided this to the customer. Follow up within 3 days. Then again on the 8th business day from the date you submitted the proposal. After that you can decide when to follow-up as needed, but always keep proposals and leads on file for at least a year so you can revisit them later.

3. Closing: Great, the customer tells you that they want to move forward with the service! Tell them to sign the **service agreement** located on the last page of the proposal and return it to you (via fax, you pick it up, or scan and email). Once that is complete, schedule the initial service walk-through. At this 2nd walk-through, bring your **account information form** with you to be filled out and stored in your records. This walk-through is when the customer provides you with any applicable:
 - Entry keys
 - Dispenser keys (i.e. toilet tissue, paper towels, soap, etc.)
 - Storage closet keys
 - Alarm Codes
 - Water locations for mopping
 - Dumpster location
 - Verify frequency of service and start date

4. Begin Service: Congratulations, you closed the customer! Store all completed documents related to this account in the account's folder in your home/office file for records. Set up the billing cycle in your bookkeeping software, if applicable. Prepare your cleaning supplies and equipment for the first service at the new customer account. Prepare any staffing arrangements you will need for the job. Review your contract for the scope of work. Proceed to cleaning services.

NOW GO SELL SOME MORE!!!