



*Charting
your success*



GO!
**SALES AND
MARKETING**

THE TRAINING COURSE

Are you ready to...?

GO! Sales and Marketing

The Training Course

Mary de Cobos

GO! Sales and Marketing - The Training Course

part of the Cleaning Masterclass library

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Go! Sales and Marketing

Here it is - the Go! Course is the sales and marketing course solely designed for cleaning and other small service businesses. You need sales and marketing skills. If you want your business to grow and become the best in your area and be everyone's first choice then you need to know how to sell your services. The course addresses problems with real life cleaning business examples but if you read past that, the same situations and problems are felt by every small service business, regardless of which market they serve. The basic principles are still the same – you have to market and sell to keep your business on the road.

INTRODUCTION TO GO! MARKETING AND GO! SALES

Having had many a year running a successful cleaning and consultancy business, and having to handle the widest possible types of customer and also some of the worst, we know exactly what the concerns of small service businesses are. Most sales and marketing courses do not cater for these nor do they understand their problems – and those problems are fairly unique. We think that these courses will solve those problems for you but we have taken them from a different angle than is usual. Here, we will not be looking at theoretical marketing studies, only working through the practical problems you face trying to raise your head above the crowd. And it is a crowd. This is one of the most crowded industries going, probably because a cleaning business is so easy to set up: man, van, tin can (of Pledge). Everyone has a bad cleaner story, even us, and everyone knows how to clean (of course they do, don't they!).

Well here they are, better tactics to get more and more customers. Just for you.

This tactics might seem to be slightly different from most, since for a small cleaning business they have to be. Most sales training courses we looked at don't cater for this small cleaning business market at all and seem to have no understanding of it. Years of persuading people that, "yes we can do the work, (at the price we want you to pay)", gave us a very deep insight into what makes a good sales pitch and from our consultancy work we have a depth of experience from the other

side of the coin – the buyers side So all in all, the following courses try to show you from both sides of the coin. First let's look at some definitions.

Marketing is everything you need to be doing within and outside of your business to get and to keep, customers who will pay you what you want.

WHAT REALLY IS MARKETING? HOW DO WE DO IT?

Like quality, marketing is an intangible thing which flows through all aspects of the business.

Marketing starts before you start your business and never stops, ever. For cleaning businesses success depends only on the following 3 factors:

- **How good you and your cleaners are at the job**
- **How efficient and flexible you are in the service you provide**
- **How well your price matches everyone else's**

Number one is the most important and that is the message you have to get over to your prospects. This must be the only industry where a good name can be lost in the space of the time it takes to do one clean and guess what? You never get it back.

And you have to sell all this to a cynical customer. It's not as if you have the very latest in gadgets or girly jewellery or top notch machinery. Something that is readily required. Well in fact, you do have something which is readily required, but the trouble is they don't want to talk about it to you or anybody else.

To get the customer to pay you for your time and expertise, you need to sell your services to him, but more realistically he has to want to buy your services from you.

WHAT REALLY IS SALES ? WHAT SHOULD WE BE DOING?

Lets think all about sales and sales calls. Service businesses don't have the luxury of displaying their wares to the population at large. This call is quite different. What really happens is that two self interested parties join together to solve a problem. One has a problem, the other party can get rid of. Once a price and the ability of the other party to solve the problem is settled, then everything is fine.

What is a service business? What are we?

Here's some different (and difficult) background advice for you:

The key word here is service. You are a service business, providing a service to those who require

What you provide actually doesn't exist! It's a promise to deliver an intangible good at some time in the future and with luck someone will pay for it.

it.

This is why marketing for a service business is so difficult and because it's easier to market a product. You as a service company sell intangible goods and people don't like intangibles – things you can't see.

A car repair company repairs cars. Not many people can repair cars. Professional services such as lawyers and consultants are also services which are looked up to by most people as expert information providers.

It never ceases to amaze us that people always resent paying for cleaning services and look down on them, whereas the same people would quite happily pay for very expensive legal/accountancy services or management consultancy, which are regarded as people to look up to: however those same people may then gasp at the amount of money they have to pay for the usually very poor advice they get, advice which they could sort out for themselves if they were to only step back and think for themselves.

However, cleaning services are not reckoned by most people to be a skilled service They are seen to have made money out of other people's misery, or its money for old rope or not seen to have done anything for the money and we have to say a lot of that is accurate. So, cleaning businesses have more than twice the difficulty than other professional services. Cleaners are a step below builders in most people's estimation. That's bad, but that is reality, I'm afraid The good news here is that none of this will matter at all. There are a few things you will need to change, and some attitudes you will need to completely change around in your thinking. Do this and the sky is the limit. You can easily make £1000's per week and enjoy life as well.

SOME BACKGROUND READING

Here's some more background reading about the actual business of cleaning people's property.

Cleaning is much more emotion driven than any other type of business and emotion works right through every action you take on the clean and after it. Further: it's emotion without anything to focus onto because its an intangible.

You need to understand the background of the *raison d'etre* of cleaning and how it impacts on your sales and marketing efforts.

No other business comes near to a cleaning business for this and that is why most marketing information doesn't work for cleaning companies. The marketing you will need to do, doesn't cost anything much in terms of hard cash: only efficiency and knowledge.

Now let us really mine the deep well of emotions for a while. We reckon, and have always taken the line that cleaning services should have just about the same level of emotion as air conditioning installations. However, a cleaning business is all about emotions. People like to feel clean and see clean. They also think they can clean, they bleat: "its easy to keep anywhere clean and isn't it just disgusting how that cleaning company don't do the job properly and I/we could do the job so much better" Its all emotion.

The emotions rise when people think there is a problem and there always is a problem for someone. As a cleaning business owner you get the problems with their attendant emotions dumped on you all the time and often all in one go, and it is difficult not to get mixed up with them. If you want to see real emotion in action, attend to a flood or fire restoration in a retail outlet and watch how people behave towards you. Differently, is all we have to say.

This works in your favour as you are basically being tasked with getting rid of an emotional situation. The cleaning comes second. Sometimes we doubt whether they even take any notice of the actual cleaning. In fact we are certain they don't unless something is different. Once you understand this fact then you can begin to expand your business effortlessly. Now if people think you can remove the emotion of the situation ("ooh!, how much damage are they going to do?") then you can:

- **Ask for what money you want**
- **Be assured you will always be asked back**
- **Be assured that your name is first on anyone's mind as the best there is**

They will feel comfortable with you as provider; they get to like your style. This is the best situation to be in. At that point you know that your marketing has succeeded. That is really what marketing is all about. The best thing about it is that you won't have seen to be marketing anything at all or be doing anything special.

But what has this got to do with sales and marketing?

Absolutely everything. You market yourself and your cleaners who also should be helping so train them!. You will win contracts by being seen to be able to remove all emotion from the cleaning

process. This is the major theme running right through all your sales and marketing policies. See all about the emotions involved with our example advertising literature, later. That's all about bed bugs!

Do you get emotions installing air conditioning for example? No. What you do get is panic at the disruption and the mess left behind. It has to be cleaned up, doesn't it! So it's down to the cleaning again... Can you get emotional about buying a new gas boiler? You get quite emotional buying a new car, but getting someone to clean up after a flood when everything is wet and stinking to high heaven and there is brown stuff all over the furniture? Or when you are looking at a retail food outlet and things are moving in the corners which you would like to think are only mice? You then get to see raw emotions in play and you will have to put this right.

The truth is that very few people actually understand cleaning, but they understand very well the inconvenience, the dirt and the mess which requires cleaning up and no-one in an office is going to clean up anything. Cleaning has an indirect impact on everyone but no-one takes responsibility for it. It just gets passed down the line and ends up at the bottom. And just who is at the bottom? Your cleaning business. Which they don't want to have to pay for. Aren't we cynical!

Your whole sales and marketing strategy should be solely devoted to showing how you can solve all their problems, painlessly, effortlessly and valuably. It is never about you or your service.

Once they feel safe in your hands, they are yours. The emotion is gone and you get a proper professional relationship, not a cat and dog relationship. However this happy and desirable state of affairs doesn't come about without some effort. See below for the 9 golden rules of marketing and sales for a cleaning business.

YOUR (EMOTION-REMOVING) POLICIES: SEE EXACTLY HOW YOU DO THIS ALL THROUGH YOUR SALES AND MARKETING POLICIES.

The 9 Golden Rules	
1	Forget about yourself and how good at the job you are. You work on yourself in your own time.
2	The customer isn't in the least interested in you. The customer is solely focussed on their problems and priorities and only on them.
3	They might be focussed on price, you would have thought, but that also isn't usually the case. If you ask for what you want and you can solve their problems, you'll get it and more. All a customer requires is someone to get a grip on their problem, solve it and be competitively priced in so doing.
4	Standard marketing advice is to be different. Unfortunately, all cleaning businesses always say that. So much so, that the customer's eyes glaze over rapidly. This same applies to most bits of knowledge the cleaning company may have. Unless it applies directly to the problems the customer has at the time, then no matter how much you know or have done, you won't be any different from Fred down the road with a pressure washer.
5	Have a very good understanding of what the problem is and how it can be solved. Then sit down with the customer and explain in detail how you intend to solve their problem.
6	Most desperate customers hate hard sell. You are solving problems, first and foremost. An easy to work with person who doesn't come in with hard sell, generally gets the contract.
7	Focus on your expertise and skill and how you've solved this problem previously; give examples. This is not the same as references or referrals which can often be quite vague. Pictures go a long way to prove the value of the service to the customer. Signs erection firms do this, as do many builders and bathroom and kitchen installers: the customer can see for themselves what you are capable of and good cleaning is often quite dramatic in scope. There are plenty of shiny floor photographs around, but do you always query whether you are the one who produced the shiny floor? Pictures certainly beat references although to be honest, cleaning someone's dirty house isn't going to win you many friends if you do take before and after photographs! It works well on surface restoration, dirty food factories, builder's cleans, etc.
8	Quality counts but very few companies give guarantees of excellent skilled work. Many have ISO9000 and some had ISO 14000, but where are the guarantees? Guarantee before you start a job. You give a guarantee when you are absolutely sure that you can solve their problems and you do that when you are skilled and confident enough in the techniques of cleaning.
9	Cost may not always be the problem it is thought to be. On an invitation to tender, usually 6 firms are asked to tender and the price will always be within a narrow limit. If a company can solve the problem immediately, directly and satisfactorily then the price becomes less of an issue. If all of the 6 firms are identical, then price does matter. Cost overruns, time overruns, cost add-ons are all big off-putting tactics which will get your name known and you out of a contract. But have one very big warning: no-one thanks a cleaning company for getting them out of a mess at a hugely inflated price. It happens regularly and often, usually over flood damage or a big catastrophe. The temptation is there and if you have done this work before, they will expect a reasonable price.

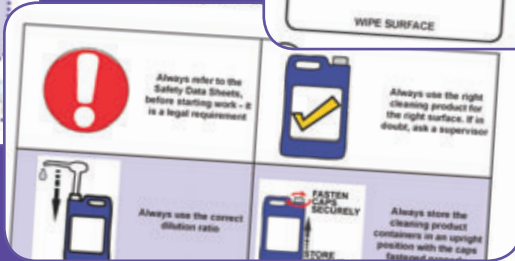
LETS GO! SELLING

Now lets get down to some sales and marketing to get you those customers

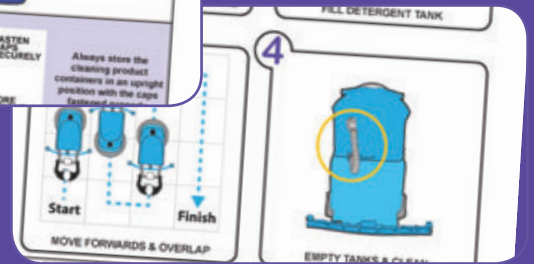
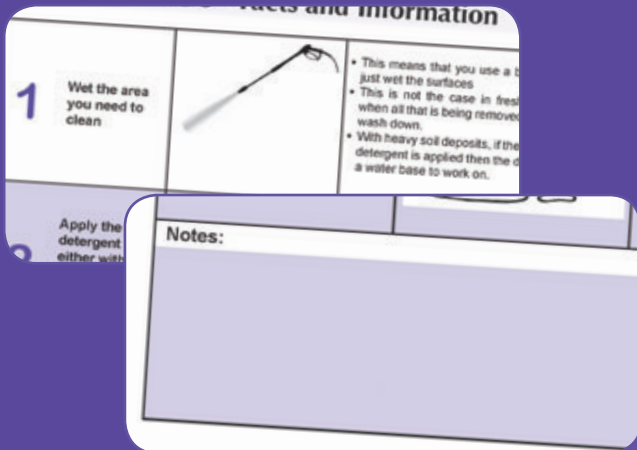
First up – those sales calls. Presumably you want some customers. If you are really good you'll have more than you can handle.

Sales is only one part of the marketing mix, the others being advertising and the presentation of the business to the outside world. Advertising is salesmanship in print and the marketing task is to present the business to the world (and the people within and without the business). So if you want to get it all down to the absolute basics by logical deduction, then its all down to only one thing – its only salesmanship and everyone just hates this part of the business!

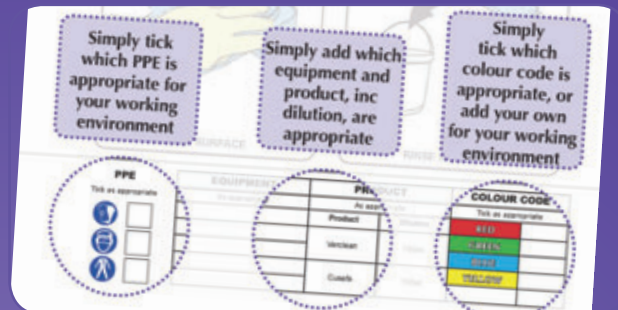
Graphic Based



Integrated Instructions



Fully Customisable



Cleaning Masterclass

Cleaning Information Cards