



December 2017

CITY OWNER NEWSLETTER

DECEMBER SPECIALS

December is upon us here in Idaho. We have snow! We want to thank each of you for your participation in Heaven's Best. This is a great month to offer your customers a holiday special. Look back through your invoices and personally call your customers who have not had any cleaning in the past 6 months. Offer your customers the idea of spotter bottles for their family, friends and neighbor gifts. Think of innovative ways to reach your customers this month. Book jobs for before the holidays and after the holidays now.

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NETWORK

Call your neighboring Heaven's Best Cleaners and ask them what has been successful for them. Share ideas. Everyone has something that is working for them, and things that are not working, talk it out, help each other out.

DECEMBER GIFT CARDS

This is a great time to offer your customers a gift card for a free room, hallway or stairs cleaned with 3 or more rooms cleaned. Put an expiration date on the card so they will remember to use it. Call and tell your customers, "I have an opening next week if you would like to use your gift card." Or, "When would be a good day this month for me to clean for you, you can use your gift card." Commit the customer to a date.

HAPPY HOLIDAYS

We at the corporate office would like to wish all of you a very Happy Holiday season. Whatever way you celebrate we hope you and your families will find time to spend together. Remember Christ is the reason for the season.

Shipping Department

This month's SPECIAL is:

Buy 5 Ink Remover and get 1 free!!!

Product #130

JOHN'S FIX-IT CORNER**Dec. 1, 2017**

In a "dog eat dog" world out there we are always looking for new customers and trying to keep them with out spending more of of our hard-earned money on advertising.

What can we do as carpet cleaners?

1. Work harder than your competition?
2. Do it cheaper than anyone else?
3. Buy better equipment?
4. Do better work than your competitor?

Don't kid yourself. Value Added Service is much, much more than a cheesy motivational rip-off called "Customer Service". In today's marketplace there isn't much customer service being offered to us as a consumer.

Value Added Service

"Managing the customer's experience to provide a consistently high level of perceived value and service."

The 80% Principle:

"Over eighty percent of how the home owner decides if you did a 'good job' or a 'bad job' is based on their relationship with the person actually performing the work."

It is up to all of us to put our best foot forward, go the extra mile, and do the little things. Give them a big smile, look nice and wear clean clothes, and be sure to smell good and have some breath mints. Make your customer feel that they are the most special person you have to work for. It's you and only you that can make a diffence in keeping your customers.

I would like to wish everyone a Merry Christmas and Happy New Year.

John L Steiner

Heaven's Best