



July 2017
Issue 7

CITY OWNER NEWSLETTER

Scheduling More Work

It's the beginning of a new month with great opportunities for cleaning. This is the perfect time for you to do a little extra work while in the customer's home. Every time you are cleaning you should be looking around for something else to clean. Ask if you can catch the stairs, the chair or sofa while you are in the house. While you already have your equipment inside, *ask* before you take your vacuum out so you don't have to bring it back in, especially at the beginning of the job. "It's been awhile since I cleaned your sofa (or stairway) Mrs. Smith, I can get that for you while I am here."

If you didn't pick up any extra cleaning that day, try to schedule it for another day. This is a good line: "Is there a day this week I can come back and catch that sofa for you?" Pick a specific day instead of leaving it opened ended. You must be proactive for yourself. Cody always said, "If you don't ask, the answer is already no." You will be surprised how often you can pick up an extra piece or room. That little extra money will add up week by week. ASK, ASK, ASK.

Take the necessary time to do good work but don't be too long and bedraggle the job. Look around and if you see family photos ask your customer about their family, people love to talk about their children and grandchildren. Don't be too nosy but it's a good way to make friendly conversation.

Goals

Take a bottle of spotter in when you vacuum and leave on the counter. When you finish the job, ask if they would like the bottle to help with little spills. It's a great way to help the customer keep little spots under control and a way to make a few dollars. Make a goal for yourself: write it down at the beginning of the week to sell 5 large spotters. If you make a goal and have it in mind, you will be more successful in accomplishing it.

Look Professional

Do NOT wear flip - flops even if you live on the beach, it does NOT look professional. Get a nice-looking pair of sandals. Now that beards are in vogue, keep yours trimmed and looking well groomed. If you are

INSIDE THIS ISSUE

- *Scheduling More Work*
- *Goals*
- *Look Professional*
- *Keep Balanced*
- *Shipping Department*
- *John's Fix-it Corner*

sweating a lot, keep extra shirts in your van so you can change in between jobs, and if necessary have deodorant in your van. Keep your shirts cleaned and pressed. Look professional and be professional. You are a business owner, so it is important to look the part. Drink plenty of water in the heat so your lips don't get dried out and you become and look dehydrated.

Keep Balanced

Schedule time to be with family and friends - this is one of the beauties of scheduling your own life! Take the time for what really matters. However, make sure you are also working full days to keep your paycheck coming in. Some people tend to not work full days because they are self-employed. Keep balance in your life. If you need more work, call 5 of your past customers and schedule a job. Even a small job is better than no job. Make your slower down time work for you.

Have a great July, make it a good month.

Shipping Department

This month's SPECIAL is: #123 Final Step – Buy 5, get 1

John's Fix-it Corner

Happy Independence Day! I like this time of year - it's warm and you can go out and have a picnic and be with your family. As a family, we are going to watch the fireworks and think about our servicemen and women who put their lives in jeopardy or have even given their lives to keep us free.

Thinking of that also made me think of you, our Heaven's Best operators, who do such good work. You always go beyond the call of duty to make sure each home is cleaned to Heaven's Best's high standards. As you hand out your evaluation cards and we receive them here, they let us see the quality of people we have doing quality work.

That is why it's so important to take the time to do your best. Give the customer the best value for their money and treat your customer the way you would like to be treated.

When you charge a person a service call to do a small job and you charge them \$75.00 - but what you did was only worth \$25.00 - give them the full \$75.00 worth by asking if you can do a little more. Then they will feel like they got their money's worth. Just remember the golden question, "How would you like to be treated?"

NOTE: What did the thesaurus have for breakfast?

A Synonym roll. :-)