



October 2016
Issue 10

CITY OWNER NEWSLETTER

Cold Weather

It is that time of the year again when fall is in the air. Just a few little reminders we wanted to go over with everyone:

We all get busy at times, and the next couple months are generally good, but we all need to make sure our equipment and vans are in good repair and always clean. You and your equipment should always look their best when going into a customer's home.

If your equipment is always in top condition, it becomes easier to provide excellent service. If you start to notice paint on the bumpers or cords, just take a little time to remove it. Our #115 TGP does a fantastic job. Make sure your Upholstery Mate and Power Sprayer are always clean and protected. Be sure to change your pumps, pads, beater bars and anything else that tends to break or wear out. Time is money and if jobs are taking longer to clean or your equipment is breaking down, you are losing money. At our local franchise here in Southeast Idaho, we have our employees do these little things every day after they get done with the job, and the difference is noticeable. They will feel better and more confident if all the equipment, van and image we are portraying is the best it can be.

These are things the customers will notice. Always make sure you as owners, operators and employees are portraying the proper image. Grooming and looking professional are so important to a successful business.

It is getting colder around the country. Be sure to care for your pumps and keep them from freezing or breaking. Also allow for more time to get to and from jobs. Plan ahead. I would rather see every operator be 10 minutes early and sit in the driveway than be late.

Shipping Department

This month's SPECIAL is: Disinfectant #132 - Buy 5 get 1 Free

John's Fix-it Corner

Hello everyone. I hope you've had a good month. As I have talked to a few of you, it sounds like it has been another great year.

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This past week I went to a convention in Las Vegas. The keynote speaker was Michael E. Gerber, the bestselling author of "E-MYTH MASTERY". There are three points he brought up that I would like to share with you.

The first thing he said is to look at the price you're charging. Most likely you're not charging enough for what you do. Raise your price by 15%. Don't try to compete with the low end operator, it's crowded down there. Be up with the top operators.

The second thing is that life is too short, so do one thing and do it well. Be the best carpet cleaner in your town. I was talking to Rodney Trent, an operator in Indiana, and he told me that when he first started, his largest competitor would wave at him in passing. Now he said his competitor won't wave or look at him. Rodney said he must be #1 in town now, because his competitor always holds up one finger to say hi. Why? Rodney has become the best in town.

The third thing is how you dress. It is one of the most important things you can do. He said "look like a marine in dress blues". Sometimes, looking good outweighs how comfortable we are.

Being the best in the industry takes a lot of effort and dedication. If we work at it a little at a time we can achieve greatness. Let's team up together to be the best we can be.

Note: How is it that one careless match can start a forest fire, but it takes a whole box to start a campfire?

Better The Best

We congratulate those who had their best month during July & August 2016:

August 2016

Ammon Child	WA
Brent and Tammy Carlson	MI
Bruce Alan Strickland	TX
Butch and Cindy Graf	WI
Craig and Teresa Buhler	UT
Gerald Thomas	IN
Greg Humphrey	NC
Hayden Carnline	WA
Jeff Hetherington	CO
Jeffrey Martin	GA
Jim and Cathy Reed	IN
Juan Valencia	OR
Loren Turner	IA
Michael Fokken	UT

Mike Reed	KS
Reuben D. Rock	WI
Robert Mathieson	UT
Ron and Shanon Matson	NE
Shane Godtel	NE
Terry and Paula Cowart	NC
Travis Maupin	CA

July, 2016

Zachary Martin	NC
Adam Novak	CA
Chris Pinchak	PA
Douglas L. Cyphers	WV
Eric Jenkins	CA
Eric Jenkins	CA
Evan Leisersohn	VA
Frank and Donna Hansen Coletto	NC
Joel G. Pacheco	TX
John and Wyvonna Manly	OR
Matthew Stanifer	CO
Patrick Hanford	WA
Tom and Patty Reid	NS - CANADA
Tony Gibbins	IA
Rene Castillo	CA