



December 2017

STATE 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.

