

SALES & MARKETING MANUAL

WORTH EVERY CENT CLEANING

CLEAN
YOU EXPECT,
SERVICE
YOU DESERVE.



 **WORTH EVERY CENT
CLEANING**
Commercial & Domestic Cleaning Specialists

1300 85 44 01
WORTHEVERYCENT.NET

WORTH EVERY CENT SALES & MARKETING MANUAL

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CLEAN
YOU EXPECT,
SERVICE
YOU DESERVE.

OUR VALUES

At Worth Every Cent Cleaning, we pride ourselves on providing a truly comprehensive cleaning service to suit every home or business.

Built on authenticity, transparency and integrity, Worth Every Cent Cleaning is dedicated and committed to providing affordable, dependable and thorough cleaning services. All of which allows our clients to concentrate on the important things in life.

- INTEGRITY**
We do what we say we are going to do. We serve our clients the way we would expect to be served ourselves.
- HONESTY**
We are honest and open with our clients and with each other.
- DEDICATION TO GROWTH**
We are dedicated and continually driving our franchisees to success and together growing our business.
- SUPERIOR SERVICE**
We provide superior cleaning services, the first time, every time.
- CONSISTENCY**
We aim for consistency in every part of our business.
- OPEN COMMUNICATION**
We value honest and open communication with all our franchisees and our clients on any topic.



SALES & MARKETING

In business, a significant emphasis is on sales and marketing. This is because sales and marketing are going to be the main driver of your business. Sales and marketing can help you create long lasting relationships, gain brand exposure, engage with your market and ultimately, sell your services and grow your business.

Here at Worth Every Cent Cleaning, we are here to help you grow your business and guide you on your sales and marketing journey. If you get the sales and marketing part of your business right, you will be successful.

Even if you already know about sales and marketing, this manual will act as a refresher. However if you're completely new to it all, then this manual will give you the tools you need to help you thrive.

This manual will cover tactics you can begin using right away to spread the Worth Every Cent Cleaning message so you make more sales and get more income.

THE WORTH EVERY CENT SALES AND MARKETING MANUAL WILL HELP YOU:

- BE a confident business owner
- EXPOSE your services to your market
- ATTRACT the right customers
- BUILD lasting client relationships
- WOW your clients ever time
- SELL your cleaning services and grow your business!



Remember, you're not in the business of cleaning offices and homes, you're in the business of finding offices and homes to clean!

DIRECT SALES

GOLD CALLING & DOOR KNOCKING

Gold calling is a strategy where we visit targeted areas dropping off prepared marketing flyers and business cards.

Gold calling isn't about making a sale. It is an opportunity to begin client relationships, research your market, collect information on potential clients and get your information in the hands of decision-makers.

The key to gold calling is to go in with a friendly, confident approach and not to 'sell'. This approach will make it easier to get through the 'gatekeepers'. Remember, you want to build a relationship; you're not trying to sell your services.

THE WINNING GOLD CALLING STRATEGY

When visiting a potential client, you are doing more than dropping off marketing flyers and business cards - you are representing your business and making first impression.

Here are some tips to help you make your visit count:

PERSONAL PRESENTATION

1. Here at Worth Every Cent Cleaning, personal presentation is highly regarded. When you are out in public, you represent your business and our brand.
2. Men must be cleanly shaven
3. Your hair must be neat and tidy
4. Put on deodorant to make sure you smell nice
5. Check your breath – does it smell nice or do you need a mint.
6. Wear your best smile
7. Wear the correct uniform, clean and free of stains
8. Wear soft colours such as light brown and light blue. Soft colours and soft materials will make you more approachable.
9. Shirts must be neatly tucked in
10. Men's shirts need to be buttoned up, tucked into your pants, leaving only the top button undone. This gives the impression that you're relaxed yet professional.
11. Women's skirts need to be an appropriate length – to or just above the knee.

STEP-BY-STEP GOLD CALLING

1. Before you go in, make sure you're hydrated – this will give you energy.
2. Take a deep breath before you step inside. Go in with the mindset that the people who are greeting you are friends that are happy to see you, and WANT to take your information.
3. As you walk in, SMILE and make EYE CONTACT.
4. As you walk through the door, make eye contact with the receptionist and when you reach the reception say, "Hi there, I'm just dropping off my business card if that's ok?" As you say this, show them your business card, even if you are away from the desk. This will immediately relax the receptionist as they know you're not trying to sell them something and you won't take up their time. Remember, you're not trying to sell them something, you're just dropping something off quickly. This will allow YOU to relax, and in turn, it will relax the person you're approaching.
5. Make the initial contact brief and don't stay too long unless they're open to talking. If you overstay your welcome, they are more likely to put your information in the bin.

SCRIPT

1. When you first walk in say, "Hi there, I'm just dropping off my card if that's ok?" showing them your card.
2. As you hand over your card and brochure, say, "I own a commercial cleaning company, and I was hoping you might be able to pass this onto the person who looks after your commercial cleaning contracts."
3. Then say, "Also, so that you know, we also offer Carpet Steam Cleaning and Window Cleaning services".
4. If they are still open and receptive to continue the conversation say, "We have a free trial offer on at the moment, where we come and clean your office for 2 hours for free. It's an opportunity to allow us to showcase the quality of our work – that's if you're ever thinking of working with a new cleaner." Leave the information with them and say they can call you any time. Thank them for their time and politely leave.
5. If they're not receptive, thank them for their time, and politely leave.
6. Remember, always smile. Smiling through your mouth and your eyes will show people that you are happy and confident. So smile and remember, YOU'RE AWESOME and they would be LUCKY to have you clean their office.

THE WINNING GOLD CALLING STRATEGY CONT.

OBJECTIONS

Here are a few scenarios and responses for objections:

Objection: "We already have a cleaner."

Response: "That's absolutely fine. Most offices already have a cleaner. It's always good to keep a backup on file in case you get stuck, or your cleaners are not able to make it. You can give us a call, and we can help you out."

Objection: "The cleaner we've got at the moment, we have had them for 25 years."

Response: Similar to above, "Wow, that's fantastic, to have someone that is looking after you so well. We're not in the business of taking business from anyone. If it is ok, I'd like to leave my card to pass on just in case anything changes in the future, or you need someone to help in an emergency or if your current cleaners can't clean one weekend."

Objection: "We're not interested, please leave."

Response: "No trouble at all. Thank you for your time." Then turn around and leave. People who are not willing to even take a business card from you, are not your ideal client. Cross the business off your list and don't go back.

NETWORKING

Business networking is a fantastic way to learn to overcome your insecurities and help you develop as a person and a business owner. Remember, to succeed in business, you sometimes have to step out of your comfort zone and do what it takes to make your business thrive.

Business networking at a group such as BNI will also teach you how to talk about your business to others and speak in front of a group of people. Networking groups also provide a chance to share your wins and learn from other business people.

It is essential to learn how to communicate the core of your business quickly and concisely. Always talk about your business with passion in your voice and your eyes. When people see how passionate you are about your business, and how much you love what you do, they'll be more inclined to refer business to you.

First impressions are **IMPORTANT**. In a split second, people will make assumptions about you based on the way you present yourself – it's not personal, it's human nature. First impressions count, so put your best foot forward and make sure your first impression is the best impression and not your last impression!



GREAT TIPS FOR FIRST IMPRESSIONS

- Your personal hygiene must be impeccable. This means a clean-shaven face (men), neat and tidy hair and smelling great! Here at Worth Every Cent Cleaning, we are passionate about smell, so leave a fresh impression.
- Dress in your uniform. If you feel fantastic, you will be more confident.
- Be proud to wear your business uniform.
- Give a firm and confident handshake – not too hard, not too soft.
- Make eye contact when you are talking to someone.
- You don't have to do all the talking. Show that you're genuinely interested in the other person by asking them questions.
- LISTEN to what they are saying. Often people ask a question, and they forget to listen to the reply. Engage with what they are saying and stay focused.

OTHER NETWORKING OPPORTUNITIES

In your day-to-day life, you will come across many networking opportunities. This could be playing a sport or interacting with others at your children's school events. You may also be a member of online groups which present other opportunities to share who you are and what you do. Remember, you are building relationships not selling.

With each of these opportunities, it is important to follow what was covered above.

BEFORE ARRIVING AT A NETWORKING EVENT

- It is essential to give yourself time to prepare. Give yourself plenty of time to get there, so you're not arriving late.
- Drink plenty of water and eat before you go – this will help your brain stay focused.
- Exercise – even a small 20-minute walk to give yourself time to wake up.
- Plan what you will say if asked to stand up in front of the group.
- Remember, you're awesome, and you'll do a fantastic job. Be confident in the company and what you represent. Own it, don't shy away. If you don't feel confident, take a deep breath and act confident. Believe in yourself, we do!

AT THE NETWORKING EVENT

- Take plenty of business cards with you.
- To create a deeper connection, talk to people about topics other than business. Find out what they're interested in, then let the conversation of business follow naturally. People remember how you made them feel rather than what you said.
- If you're asked to stand up, then stand up tall. Take deep breaths.
- Holding a pen in your hand will often help. It gives you something to point with and something to do with your hands.
- Speak slowly and look around the room making eye contact with people. This makes people think you are talking directly to them and helps them believe what you are saying.
- Tell a story. People remember stories. If you have a story about a client that you helped, or something extraordinary, tell the story. It's a great way to connect and shows that you are knowledgeable and experienced in your field.
- Always finish your speech with the company slogan, "The clean you expect, the service you deserve."

AFTER THE NETWORKING EVENT

- Add all the business cards you collected into your database. Make a note of the event that you met the person.
- Schedule a call with anyone who wanted to speak with you further.
- If you want to connect with anyone further, send them a brief email thanking them for their time.

DIRECT MARKETING

LETTERBOX DROPS – COMMERCIAL AND DOMESTIC

The letterbox drop strategy is where we place flyers in letterboxes (letterbox drops) to drum up interest in the business. Initially, this is something you can do yourself, as your business grows, you can hire someone you trust to do it.

Here are some tips to help you with letterbox drops:

- We find that Tuesday is the best day to do this because people are more receptive to new information.
- Schedule time either very early morning or late afternoon to drop flyers into letterboxes.
- Each week, pick an area to target and set yourself a weekly target of how many flyers you want to drop off.
- To make the task more enjoyable, drop off the flyers in sections or lots. For example, cover one street or drop off the first lot of 25 then take a 5 min break. Have a mini reward such as checking your phone, calling a friend, stop for a coffee or rest under a tree. Then get stuck into the next 25 and repeat until you have delivered all your flyers.
- Make a game of it. Do it with a friend, partner, spouse or child – it is a great way to stay active and catch up at the same time. Think of other ways to make it more fun.
- Remember to reward yourself for delivering flyers. It can be a hard job. Be proud of yourself when you achieve the number you intended to drop off.
- Do a drop-off after a clean. For example, five houses either side and five across the road (or businesses).

One of the most essential elements of marketing and sales is to track where your enquiries come from. When you receive a call from a potential client, make sure you ask them how they heard about you. This is an excellent way to track and monitor what strategy is working for your business. It is especially important for offline activities such as letterbox drops.



ONLINE MARKETING

SOCIAL MEDIA

As a franchise family, brand uniformity and integrity is vital in all our marketing. We absolutely encourage the use of Social Media in your business.

Using social media helps you become the face of your business, creates brand recognition and builds trust. To help you do this, we will provide you with Admin Access to your Worth Every Cent Cleaning social media accounts. Please contact us to set this up for you.

We have a governing Social Media Policy to ensure uniformity and integrity throughout social media. Please read the Social Media Policy before starting your social media.

To ensure the content is suitable and guidelines are adhered to, Worth Every Cent Cleaning will monitor all social media accounts on a random basis.

FACEBOOK AND INSTAGRAM

The key to any social media strategy is to engage your audience with relevant content. If you are always 'selling', your audience will quickly switch off.

6 tips for engaging your audience on Facebook and Instagram:

- Share cleaning tips that are relevant to your audience. Tips such as, 'How to get stains out of the couch safely', add value to the audience. Tips can be via video, stories or a post with an image.
- Share photo and video updates about your business; include business wins such as a new client you've just won or lessons you've learned – Good or Bad.
- Re-share posts from other accounts that will entertain your audience. Everyone loves a good meme. Remember always to credit the source.
- Share before and after photos to demonstrate the quality of your services – this is not a sales post, rather it positions you and your business as experts.
- Remember, you need to gain permission prior to taking photos to share. Seek written permission from the client first.
- Share a story about a client or a clean you did and how you helped them. People love a story – don't forget to include an image.
- Lastly, once a week, use your Facebook page to promote your services. Offers are an excellent opportunity to get your market interested in your service. A few tricks to note:
 - a. Start with the benefit to the audience
 - b. Always have a hook
 - c. Always have a call to action – book now, call us, email us, download a brochure or PDF guide.
 - d. You may also consider running a competition on social media to give away a free clean. This will help you build your following and extend your reach.

Tip

Respond to Facebook reviews – even if they're not favourable. Acknowledge the complaint and offer to rectify the situation. Always thank people for leaving a review.

The more personal your brand feels on social media, the more likely people will engage with it. Don't be afraid to be raw and vulnerable. Videos or images don't have to be professionally edited, focus on making them real.

FACEBOOK ADS

Facebook Ads are a powerful tool to reach your specific market. This is achieved through highly targeted advertising. Facebook Ads are a great way to reach an audience beyond your Facebook page and expose your business to more people.

When used correctly, Facebook ads can generate leads for your business and increase your bottom line. Talk to us if you'd like to run Facebook Ads.

FACEBOOK MARKETPLACE

An additional tool on Facebook is Facebook Marketplace. You can use this tool for advertising your services with free listing. Unlike your Facebook page, you can use Marketplace to sell to your market directly.

Facebook is placing a lot of emphasis on Marketplace, meaning it is taking priority in newsfeeds. This will give you more opportunity to get in front of potential clients.

FACEBOOK GROUPS

Like Marketplace, Facebook is pushing groups. Join local business and community groups in your area. Cleaners are in high demand, but remember, like your Facebook page, give more than you take.

ONLINE MARKETING CONT.

LINKEDIN

LinkedIn is used for engaging with a business contact and generating leads through connections. As Worth Every Cent Cleaning offers commercial cleaning services, you can use LinkedIn to connect with the decision-makers within a business to begin a business relationship.

SOCIAL MEDIA TRAINING

We will provide training on how to use Instagram, LinkedIn, Facebook, Facebook Groups, Facebook Marketplace and Facebook Ads if you require it or should you need assistance at anytime.

ADDITIONAL ONLINE MARKETPLACE TOOLS

There are several online marketplaces and apps that you can use to promote your business or respond to 'Cleaners Wanted' adverts. Sign up to Gumtree (www.gumtree.com.au) and Airtasker (<https://www.airtasker.com/>). You can use these to advertise your services for a small fee.

GOOGLE ADWORDS

Here at Worth Every Cent Cleaning, we run Google Adwords campaigns. Google Adwords is advertising that responds to a potential clients search in Google. Users will be served ads before general search results.

Part of your Franchise marketing spend is allocated to this tool. Leads we generate from Google AdWords campaigns will be referred on to the Franchisee.

Tip

Once a week, sit down to plan and create social media content for the week. This will mean your content is well thought out and high quality.

Tip

Never start a conversation with new contacts using a sales pitch, focus on building the relationship first then warm up to the sales pitch – this may simply be asking them if you can come in and meet with them in person.

EMAIL MARKETING CAMPAIGNS

Email marketing allows you to create personalised and targeted messages to your subscribers. When executed well, this tool can help build trust with your market and bring in leads.

A strict code of guidelines governs all Worth Every Cent Cleaning email marketing. Email campaigns MUST be approved by Head Office before sending. If any campaigns are sent out without head office authorisation, you will be in breach of your Franchisee Contract.

There are many free or low-cost email marketing tools you can use to create professional emails, and track and measure data. We recommend using MailChimp (<https://mailchimp.com/>), and if you require any help, we can provide training on how to set up campaigns and use the software.

Note: You must have permission to email people before sending them email marketing.

6 TIPS TO RUN A SUCCESSFUL EMAIL MARKETING CAMPAIGN:

1. Emails need to look professional. Use Worth Every Cent Cleaning company branding, adhering to brand guidelines. This includes logos, colours and fonts. A tip is to set up an email template so that it is ready to go every time. This will also ensure consistency.
2. Keep your emails simple and to the point. Make sure the most important information (the 'Hook') is up the top of the email, or using engaging content to keep the reader wanting more. People get inundated with emails every day, make yours stand out and be the one they want to read.
3. Use email marketing to build a relationship with your subscribers. Like social media, you need to balance sales emails with engaging content. Emails can include:
 - a. Business updates with photos of you and your team to grab the reader's attention.
 - b. Before and after photos of jobs you've done to promote the quality of your service
 - c. Tips and blogs that solve your audience's problems.
4. Use email marketing campaigns to send out special offers to your email lists. Offers can be a one off or based on the Client Appreciation Calendar. Find the Calendar at the back of this manual.
5. Segment your lists. You can and should segment your email lists. The two starting lists should be 'Current Clients' and 'Leads'. As these are two different audiences, you need to talk to them differently.
6. Always add a call to action to entice the reader to take action. Email marketing campaigns should always have a call to action. A call to action can be a link to a blog or prompt to call and make a booking.

Please note: Please note that Head Office will have access to all franchisees email marketing account and will monitor activity on occasion.

CORPORATE WEBSITE

Head Office manages the Worth Every Cent Cleaning corporate website. If you'd like to contribute content to the blog section, please get in touch with us.

MARKETING GIFTS

Doing small things that WOW and AMAZE your clients is one way of building a lasting client relationship and make you memorable. Giving your clients something unexpected shows them that you value them and appreciate the business relationship.

Offering a small gift at the time of your first onsite meeting will separate you from your competitors. It is proven that a little gift at the time of quoting will make you memorable in the eyes of your clients.

A special time to present clients with a gift is two days after you secure the client. Dropping off chocolates to thank them for their business will set you apart from the competition.

Another special time to give your clients a surprise is for their first year anniversary of being a client of yours. Make a note in your calendar of every client's first anniversary and make time to provide them with a gift.

To offer a personal touch and really show you really value the relationship, send your clients a card on their birthday or drop in with a box of chocolates.

A couple of gift ideas are:

- Branded and personalised cupcakes.
- A handwritten note with a bottle of wine or chocolates.
- Gold Class movie tickets.
- Branded hand sanitizers – these little trinkets a relatively cheap and will make your clients smile.

The size and value of the gift will depend on the size of the client. The essence is to make them feel valued and WOW them – this communicates that you are about the relationship.

A FRESH CLEAN

This is a great HOOK that can often get you in the door with potential clients. Offering a free clean allows you to showcase how well you and your staff present and the quality of your cleaning.

Once you have finished the free clean and the client is happy, they won't want to look for anyone else. Also, it's another touch point to building a lasting relationship. The free clean only costs you your time, and it is a powerful tool to get your foot in the door.

VALUE OFFERINGS

Depending on the size of the client, always look for ways to add value for free. These value offerings should take place at the time of presenting the first quote to the client. Whether you are presenting the quote via email or face-to-face, the value offerings are little sweeteners that will help you stand out from the competition and win the client.

You may want to offer:

- Free scrubbing wooden floors once a year
- Free scrubbing wooden floors straight away
- Free window cleaning once a year
- 50% off your first months cleans
- Free toilet paper and/or hand towels for the first three months
- Free advertising on your social media page or website page
- Clean the business owners home free of charge

Think of different ways you can add value to separate your quote from the competition.

CLIENT APPRECIATION PROGRAM

At Worth Every Cent Cleaning we go beyond a 'satisfied client'. Our aim is to WOW our clients and gives them something to rave about. We want our clients to become raving fans and tell all their friends and colleagues how great we are.

This is achieved through our Awesome Client Experience (ACE) program. Making our clients stand up and say "Wow" or have that "A-ha" moment is what it's all about.

All the events outlined below are 'touch points' opportunities with clients where you can WOW them.

CLIENT APPRECIATION CALENDAR

Objective: To build a team of 'raving fans' and to keep the 'Worth Every Cent' promise.
Please see page XYZ for printed template

TASK	1	2	3	4	5	6	7	8	9	10	11	12
Call after first clean	█											
Visit - Thank You Chocs		█										
Phone Call			█									
Quarterly Qap			█			█			█			█
Pop In				█								
Thank You - Gold Class											█	

PROMO CALENDAR	J	F	M	A	M	J	J	A	S	O	N	D
New Year Card	█											
Xmas Clean up	█											
Australia Day	█											
Pre Easter Clean Up			█									
Easter			█	█								
Mothers Day Promo					█							
Mid Winter Warmer							█					
State of Origin						█	█					
Grand Final								█				
Fathers Day Promo									█			
Spring Clean									█			
Halloween										█		
Melbourne Cup											█	
Pre Christmas Spruce Up											█	
Christmas												█

55 LOW COST & NO COST SALES & MARKETING METHODS

1

VEHICLE SIGNAGE

Think of signage on vehicles as a travelling billboard. To really understand what separates a good vehicle sign to a bad one is to play a game where you rate the signage of every sign written vehicle you encounter. You may be surprised at how few signs written vehicles tick all the boxes. Some don't even say what they do! Keep those questions in mind when creating your own vehicle signage.

2

APPRECIATION MARKETING - SHOWING GRATITUDE - THANK YOU CARDS

Thank you cards are one of the most powerful low cost business generation tools available. If you're pressed for time don't stress! You can send a Professional Personalised Card for \$2.75. Head to www.sendoutcards.com to set up your account and designs.

3

SPONSORSHIPS

Sponsorships need to be beneficial to work. Look for opportunities such as local events or sports teams that can help the community and benefit everyone.

4

CASH IN A LETTER

The approach may be a little 'left field' but has proven to be quite effective in generating some hot leads! Businesses have sent out letters that had an actual \$10 note inside of it and a dummy cheque that can be redeemed for one free clean. The letter suggested that the \$10 was given to them to encourage them to take advantage of the free offer and explained the unique selling proposition of their business.

5

NEW PRODUCT OR SERVICE LAUNCHES

A new product or service is an amazing opportunity to capture the attention of a new audience and potential customers. You can launch your new offering through a variety of mediums such as Social Media - Facebook, Instagram and Twitter, along with dropping flyers in mailboxes, email blasts and much more. The main goal is to get your message out there!

6

TELEMARKETING

Love it or hate it - telemarketing works when carried out properly. There are various ways to go about telemarketing that can be used to build business such as: calling a purchased list, calling a list you have generated through a competition or survey or just calling your client base.

7

HAVE A BUSINESS CARD THAT SELLS

Most business cards are boring - make your business card a selling document! Make sure to highlight your best benefits on the card and use it as an opportunity to present the customer with a deal or special offer. Always remember to use the real estate on the reverse side of your card.

8

INVOICE MARKETING

Invoices are quite boring and tedious, but they don't need to be. Make your invoice bright and colourful including our company slogan and a kind message. Consider including a flyer with the invoice containing your latest and best offer.

9

SIGNAGE

The golden rule of signage is that they should be large, have high impact and tell a story. Make sure your sign is easily identifiable and can be read quickly by a passing motorist.

10

POINT OF SALE AT OTHER LOCATIONS

Have you ever been to a business and they have cards or flyers from other companies displayed in their windows or on their counters? It's not an unusual occurrence. This is because of a strong relationship between the two companies who may provide complimentary services for each other. For example, you may partner up with a carpet or window cleaner to get exposure to a similar audience that you haven't captured yet!

11

RADIO

It may seem like the days of listening to the radio are gone, but it truly is still alive and well. While it may seem out of reach, many local stations are quite accessible for small businesses to advertise on. Make sure to include an awesome offer with the information on how to get it. If possible, finish your 30 second ad with our web address.

12

NEWSPAPERS

It's estimated that the daily paper has a life of three hours while a free weekly lies around the house all week and has a life of seven days. Free community papers tend to have larger distribution and work better than the newspaper. An ad in one of these papers can work well - especially when you offer a great deal and have a nice graphic.

13

TV

While big budget ad spending may be out of reach, local stations are more likely to broadcast advertising for small businesses. Contact your local stations and get quotes to see what's on offer and if it's in your budget.

14

MAGAZINES

Advertising in industry specific magazines can be a way to make contact with customers who are looking for similar businesses to yours. Magazines will usually allow editorial content if you have 'news value' articles.

15

MINI EXPO

A mini expo can be organised with like minded and compatible business owners. For example, in the cleaning industry you may invite car cleaners, carpet cleaners, window cleaners, gardeners, dog washers, ect. This can attract a large audience from a variety of different areas who are able to satisfy their cleaning needs.

16

FREE

Free works simply because everyone loves getting something for free. Free offers should evolve as a Win-Win situation. The customer wins because they genuinely get something for free and you win because your free item leads to future sales.

17

LOSS LEADERS

Lost leaders is a strategy where a product of service is sold below what it cost in order to acquire customers. Once the customer has been acquired it is easier to retain them and to sell them your product or service at full price later on.

18

DIRECTORIES

Many people believe that directories like the Yellow Pages are becoming things of the past. However, they are being replaced by online directories that provides the same information on the internet.

19

COUPONS

A coupon that is clipped from a newspaper, magazine, brochure, flyer or email is a time tested way to get people to reason to your offer. Consider having coupons located on as much as your marketing material as possible.

20

FRIDGE MAGNETS

Fridge magnets have been called the silent salesperson as it provides your customer with your name and number in an easily located place. www.mistermagnets.com is a great place for promotional magnets for fridges, cars and more.

21

CALENDARS

Calendars have a similar role as the fridge magnet as they are placed in easily viewable areas and provides your customer with essential information about your business. Promotional calendars can be purchased from promotionalcalendars.com.au.

22

STICKERS

Stickers have their best benefit at trade shows, festivals or events. By getting a number of stickers circulating at an event you can help identify your brand and products. They can also be used on envelopes, packaging and products.

23

SEMINAR

Holding a seminar illustrates you as an expert in your field and provides an opportunity to speak with confidence to a target audience.

24

IN-HOUSE FAMILIARISATION

This is where you bring clients of prospective clients to the premises to familiarise them with your service.

25

BUILD YOUR OWN NETWORK GROUP

While there are a lot of network groups already - consider setting up your own. It may be a group that includes businesses that have clients similar to your own. Your group may be derived from the mini expo as mentioned above. Networking groups can be set up as a formal or informal arrangement on a certain day every week or month. Ensure that there is a structure so that the swapping of clients can take place.

26

COLD CALLING

The secret to striking gold with cold calling is making calls to people who are known to buy your service. Many people fear outright rejection but that's rarely the case. Often people will let you know if they're not interested in a polite way. This method requires patience, hard work and the right attitude.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Cold Calling and Door Knocking.

27

REPEAT CUSTOMERS

Never underestimate the value of your repeat customers. We spend so much time drumming up new business, it can be easy to forget those who have stayed loyal to you. Give them a reason to stay through things like random acts of kindness, recognition and small gifts. Above all, make sure that you are meeting and exceeding their needs!

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Marketing Gifts.

28

REFERRALS

Referrals are the ultimate endorsement of your service and a powerful tool in generating new business. Referrals can occur naturally through your clients or through a referral program that benefits the client when they refer a new client.

29

CENTRES OF INFLUENCE

Much like referrals, centres of influence are people who continually promote and recommend you to other people. While some clients refer once or twice, centres of influence clients may have a considerable following and are valuable in drumming up business for you. Once you recognise these clients, it's important to thank and recognise their efforts to build a solid relationship.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Marketing Gifts.

30

FREE CLEANS

Free cleans are a great way for the client to get a risk-free feel for your service. Free cleans are also an opportunity to quickly build trust with a potential client. They are a great incentive for clients who may be on the fence about hiring your services.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Free Cleans.

**55 LOW COST &
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31

CROSS MARKETING

Cross marketing is a great way to share promotions with compatible services. For example, house cleaning is complimentary with carpet cleaning, pest control, window cleaning etc. You can cross-market at trade shows, add insets in invoicing and on social media to leverage off each other for mutual benefit.

32

UPSELLING

Upselling is a great way to increase the average sale by offering additional services to clients. For example, if you are cleaning their house, you can upsell them by offering to change bed sheets or cleaning mirrors at an additional cost.

33

NEWSLETTERS

Newsletters are an extremely effective way of keeping your services in front of your customers and informing them of what's new. Most newsletters and updates are sent by email. It is recommended that you have your newsletter professionally prepared and edited to improve response rate and overall business conversions.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Email Marketing Campaigns.

34

GIFT CERTIFICATES

Gift certificates should look professional and be promoted at the point of sale, online, through newsletters, flyers and by word of mouth. These are also a great upsell to clients who are looking for gifts for family and friends.

35

LOYALTY CLUB

Loyalty cards a great way to incentivise repeat customers and track how many times a client has used your services. A good loyalty program includes a discount plus a points accrual system.

36

ARTICLES

Writing blog posts and articles to submit online or in community newspapers are a fantastic way to engage your audience and build your business. Head Office will review all blog posts and articles prior to publication.

37

PUBLIC SPEAKING

While public speaking can seem daunting at first, it's a no-cost, effective method of bringing in new business. You know your business better than anyone else, so get out there and tell people about it. Generally speaking, your competitors stay away from these opportunities so make sure to grab them when they appear.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Networking.



38

ADVANCED BOOKINGS

This is a way of managing repeat business by booking clients in advance. The best time to do this is at the time of your clean. Ask them when they want their next clean, especially if you are not on a regular cleaning roster with your client.

39

LOCAL NOTICE BOARDS

Lots of supermarkets and cafes have local noticeboards where businesses can add a flyer or business card. As with signage, keep your message short, sharp and visually appealing. Ensure your contact details are large enough to read by passers-by.

40

BECOME AN EXPERT

Positioning yourself as the go-to person for your field will generate an increasing flow of business. It will take some time, to build this reputation but by being prominent you will soon earn your 'expert' status. Networking events, speaking engagements and LinkedIn are fantastic tools to position yourself as an expert.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual, Networking, and Social Media/ LinkedIn.

41

WRITE A BOOK

It's easier than ever now to create your own eBook and publish it online. Whether it's as a series of blog posts, articles or white papers, use your expertise to write about your business. Some ideas could be a 'How-to' book, your personal story or the story of your business.

42

PROMOTE A SPECIAL OFFER

People love an offer they can't refuse! Examples of offers are 'Your 10th Clean Free' or 'Free window clean'. Make sure you advertise the savings-benefits and promote your offer via social media, letterbox drops, email and other marketing channels.

Reference: Worth Every Cent Cleaning Sales and Marketing Manual.

43

GUARANTEE

A guarantee gives certainty and is a sales tactic that can nudge customers who are on the fence. Most people are risk-averse, so removing the obstacle of any risk can put their minds at ease.

44

ON HOLD MESSAGE

If an On Hold messages were real estate, it would be the beachfront property of the phone world. This is the gift of selling time. You can tell your waiting (and willing) client about your point of difference, your latest offer or any other ideas that can lead to more sales!

45

COMPETITIONS

Competitions have the ability to engage and reach your desired audience. Prizes don't have to be huge – just remember, the objection of a competition is to promote your business and gain sales.

46

DOWN TIME OFFERS

If you find that you have quiet days during the week, use this to your advantage by offering competitive rates. Provide incentives for clients to take up an offer on a day that is usually the quietest.

47

FUN DAY

A Fun Day at your premises or a local park can attract attention and build goodwill. It can be as simple as having a barbecue or be a massive day filled with bouncing castles, face painting, entertainment and games. You could hold it in conjunction with your commercial neighbours or complementary and make it a large event!

48

IN-BAG FLYERS

Team up with local business and ask them to put a flyer in customer's shopping bags. The overall objective is to get your flyer into the hands of as many people as possible.

49

ENDORSEMENTS

Endorsements can be expensive to obtain, however, when a well-known personality uses your service, a simple photograph with them can become an endorsement. Endorsements don't need to be from celebrities, local sports clubs make a great endorsement.

50

BUY ONE GET ONE FREE

A buy one, get one free offer is one of the most tried and tested sales tactics. The premise allows you to gain access to the customer and then they use your service for a free clean. This can convert them from a one-time customer into a repeat customer where you can build a long-lasting relationship.

51

UNDER CAR WIPERS

Placing your flyer under the wipers at an event is an easy way to get your business out to a significant number of people. The driver will need to take the flyer off their car, and that's where they'll read your amazing offer!

52

CLUB MEMBERSHIP

Providing your services to a local Lions, Rotary, sports or golf clubs can be a great way to get exposure to a variety of people who attend club functions. Building a reputation within these communities is a great way to get noticed, gain referrals and increase sales.

53

PENSIONER DISCOUNTS

Pensioners are often a neglected market. They have money (and if they don't, their family might), they spend it, they are loyal and keen to refer you to their pensioner friends or family. A pensioner discount can build a base of worthwhile prospects.

54

CHARITY EVENTS AND GIVING

If you are involved in charity events, you have the opportunity to promote your business through banners, signage, brochures, flyers and special offers. Philanthropic efforts are also a valuable selling point – it positions your business as a caring business who has corporate social responsibility practices.

55

CONTRA

Contra is a wonderful way to trade your services with another business. Need printing for your flyers? Ask a printer if they will print your flyers in exchange for a free clean.

**55 LOW COST &
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