On behalf of our team, it’s my pleasure to welcome you aboard Worth Every Cent Cleaning.

We’re delighted that you’ve chosen to join us as a new Franchise Partner, and trust you’re as excited to be launching your very own Worth Every Cent Cleaning business, as we are.

We want you to think of Worth Every Cent Cleaning not as a job, but as an investment in your future. And we want you to feel part of a close-knit business family — one that’s here to back you all the way and help you become a successful cleaner, business owner and entrepreneur.

This Operations Manual is part of that — full of business processes, ideas, and cleaning tips that are the result of 10 years of hard-won, in-the-field experience.

We think you’ll find this manual an invaluable springboard that puts you on the front foot immediately and helps you avoid those early speedbumps — so you can develop and grow your business faster.

We work hard to invest in your success. We will be partnering you with an exceptionally experienced business coach and will also be inserting you into a local business networking chapter, giving you more opportunities to develop strong community links that will stand you in good stead for the future.

I want to emphasise that we’re here to help. That’s a key part of our business integrity. Our commitment to you is to be there to advise you, and give you the best assistance that will ultimately fast-track your business skills and help you to grow your clientele.

Again, I’m excited to welcome you to Worth Every Cent Cleaning and I look forward to working with you closely!

Kind regards

Andrew Bain
Director | Worth Every Cent Cleaning
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.
AUTHORISED CLEANING CHEMICAL & EQUIPMENT SUPPLIERS

We have handpicked a selection of authorised suppliers of cleaning equipment and chemicals. If you don’t see a provider listed below, please send us an email with their details tryus@wortheverycent.net. We will assess them based on the Worth Every Cent Cleaning quality standards; if they meet the standards, we will add them to the provider list.

THE FOLLOWING IS A LIST OF OUR CURRENT AUTHORISED SELLERS:

- Godfreys
- XO2 Gold Coast
- Busyby Cleaning
- Cleaners Warehouse

JOB BOOKINGS

When we win a new client, it is important to follow the correct process outline below to ensure they are processed efficiently and receive a timely service.

JOB BOOKINGS THROUGH HEAD OFFICE

When a job is booked through Head Office, the following process is carried out:

1. The enquiry is assessed and qualified to determine the client requirements
2. For all commercial clients, the Area Manager conducts a site visit to assess the size, cleaning requirements and other requirements of the job. Domestic client jobs can be quoted over the phone to provide an approximate time frame to allow for flexibility, as to not disappoint.
3. The Area Manager provides quote to potential client.
4. If client is happy and accepts the quote, and signs the service agreement then:
   • The Franchise Partner will be assigned and full information will be provided
5. The Area Manager will meet the Franchise Partner onsite for first clean, and for a full hand over.
JOB BOOKINGS DIRECTLY THROUGH FRANCHISE PARTNER

When a job is booked directly through a franchisee, the following process is carried out:

1. Franchise Partner is required to put the booking direct through to Head Office so a new client record can be created. Send all details via email sales@wortheverycent.net or phone 1300 85 44 01. Note that this is a requirement of the Franchise Partners contact.

2. Franchise Partner will notify potential client to let Head Office know of which Franchisee to allocate client to

3. Franchise Partner is awarded our Incentive Finders Gift when booking is confirmed and quote accepted

4. Franchise Partner will receive first rights to service this client.

QUESTIONS TO ASK WHEN A CLIENT BOOKS A DOMESTIC CLEANING SERVICE

1. Where are you located?
2. How soon are you looking to have your cleaning done?
3. How often were you looking to have your home cleaned?
4. What cleaning days suit you?
5. Is there any particular days that you need?
6. Do you have any animals on the premises?
   • If yes, please provide details and anything we need to be aware of (e.g. aggressive dog or cat)
7. If they have received a quote elsewhere, ask them, “How much did the other company quote you?”
8. Let them know that we provide our own cleaning products including vacuum cleaners.
9. Let them know we value open communication and that we are contactable if they ever need to speak with us.
10. Let them know about our trial week and that we will be in touch with them after to ensure they are happy with the cleaning service they received.
11. Let them know we have public liability insurance to the value of $20 million.
12. Let the client know they have a minimum of 2 hours at $40 per hour. If the client is to be invoiced, then GST (if Franchise Partner is registered) will be added.
The following sections cover hand over procedures for handing over a client to another staff member and hand over for a new client. Please ensure these steps are carried out. Prior to work commencing, the Franchisor will check off the lists during their visit to collect all signed agreements.

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<thead>
<tr>
<th>HAVE YOU COMPLETED THE FOLLOWING</th>
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<td>Client has signed the Key Handover Form</td>
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<td>Alarm keypad location</td>
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<td>Alarm codes and instructions</td>
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<td>Light switch locations</td>
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<tr>
<td>Power point locations for vacuuming</td>
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<td>The tasks to be completed at the job</td>
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<td>Length of clean</td>
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<td>Any special areas or requests the client has requested</td>
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<td>Key point of contact details</td>
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</table>
# STAFF MEMBER CLIENT HAND OVER PROCEDURE CHECKLIST

Please see page XYZ for printed template

## SECTION B

## CLIENT HAND OVER CHECKLIST – FROM ONE STAFF MEMBER TO ANOTHER

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<td>Alarm keypad location</td>
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<td>Alarm codes and instructions</td>
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<td>Light switch locations</td>
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<td>Location of key staff desks</td>
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<td>Keys handed over</td>
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<td>Have you communicated the frequency of clean?</td>
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<td>Have you communicated the duration of the clean required?</td>
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<td>Special ‘focus’ areas</td>
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<td>Any ‘don’t forgets’ e.g. XYZ to complete?</td>
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<td>Extra tips or tricks</td>
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<td>Key point of contact details</td>
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<td>Emergency and afterhours contact details</td>
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<td>Office hours and cleaning times</td>
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<td>Are there any additional questions?</td>
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KEY HAND OVER FORM

(Acceptance/Agreement of Keys)

Staff Member Name: ____________________________________________
Client Name: ____________________________________________
Client Address: ____________________________________________
City: __________________________ State: __________ Zip: __________
Key Control Personnel: ____________________________________________

A. ACCEPTANCE OF KEY(S)
I acknowledge receipt of the key(s) listed below and assume full responsibility for their proper use until returned to a Worth Every Cent Cleaning key control personnel. In particular, I agree to not duplicate any key(s) owned or controlled by Worth Every Cent Cleaning. I will not loan, barter, sell or give the keys to anyone.

B. RETURN OF KEY(S)
Key(s) issued to the cleaning team remain the property of Worth Every Cent Cleaning and must be returned upon the client contract termination or transfer. When a client’s contract comes to an end it be for various reasons or if the cleaning team leave Worth Every Cent Cleaning, any key(s) issued must be returned to the key control personnel noted above within 48 hours. Do not transfer the key(s) directly to a replacement staff member unless first obtaining permission for the key control person.

C. LOST OR STOLEN KEY(S)
Lost or stolen keys present a significant security problem. The loss or theft of key(s) must be reported promptly to the key control personnel. Replacement keys will be the responsibility of the staff member and keys will need to be replaced immediately. If any locks need to be changed, this will also be the responsibility of the staff member.

Keys are issued to the holder and must never be loaned or transferred.

Assigned Date: __________________________
Issued by: ____________________________________________
Received by: __________________________
Signature: ____________________________________________
Revised: February 25th 2018
LOST KEYS PROCEDURE

We take security very seriously; in the event that you lose keys or access cards, promptly follow the procedure below:

1. Communicate loss of keys immediately to Head Office
2. Head Office will notify client of lost keys or access card
3. Depending on the client’s requirements, new keys or new locks must be replaced and provided to client site, at staff members expense
4. Head Office will conduct a review to investigate how the keys were lost
5. The staff member and Area Manager will collaborate to create a plan to reduce the loss of keys occurring in future.
Communication is key to building successful personal and business relationships. At Worth Every Cent Cleaning, we value clear and timely communication with our clients and franchisees. This helps us build long lasting relationships. Below are key areas where confirmation communications are required:

1. A confirmation communication will be sent to any franchisee taking on a new client. It will include all the client and job details.

2. The franchisee must communicate with Head Office when they receive any new or updated client information.

3. When a client leaves a note or instructions in the Communications Booklet, the franchisee must acknowledge the message by responding to or signing the note, to indicate the note has been seen and actioned.

4. Domestic Cleaning: A confirmation of booking email will be sent to client after the booking is confirmed. If the booking is made by head office, then the email will be sent from head office. If however the booking has been made direct with the franchisee, then the confirmation email must be sent from the franchisee.

5. Domestic Cleaning Confirmation: A confirmation of booking email, from head office, along with all the client details will be sent to Franchisee taking on the client.

6. Commercial Cleaning Confirmation: A confirmation/thank you email (see email example to the right) will be sent to the client confirming start date and time from the person making that booking.

Hello Elaine

I wanted to thank you for trusting Worth Every Cent with the cleaning of your office!

As discussed, I will come past your office on Friday the 22nd to pick up the key and any alarm codes along with details on where we need to send our invoices. I’ll also pick up the signed service agreement on this day as well.

On the 22nd, I will be joining the cleaning team to walk them through your office and complete a thorough handover of what is required on a weekly basis. I will also be keeping in close communication with you over the coming months to confirm everything is going well or if anything needs to be tweaked.

Our cleaning days are confirmed for every Saturday and Thursday evening.

Thanks again Elaine. If you have any questions in the mean time, please don’t hesitate to give me a call, otherwise I look forward to seeing you on the 22nd.

Kind Regards,

Andrew Bain
Worth Every Cent Cleaning Pty Ltd
P: 1300 854 401
W: www.wortheverycent.net
PRESENTATION & OUR EXCEPTIONAL STANDARDS

Here at Worth Every Cent Cleaning, we take pride in our personal appearance and the appearance of the homes and offices we service. We have these exceptional standards to ensure our clients receive the best possible experience on a consistent basis.

Please follow the checklists below to ensure our exceptional standards are maintained and our brand is well represented.

PRESENTATION CHECK LIST

Before you leave home, please ensure you comply with the following personal appearance standards:

• Males should be clean shaven
• You must smell clean and wear deodorant
• Your uniform must be clean with no stains and marks
• Your hair must be neat and presentable – tied up if necessary
• You must wear closed-toe shoes during the clean at all times
• You are wearing a smile on your face

Please check the follow to ensure you get to your job on time and maintain our exceptional standards:

• Does your vehicle have enough fuel to get you to and from the job?
• Do you have the right equipment in your car for the job?
• Do you know where you’re going?
• Do you know how long it’s going to take you to get to where you’re going?

When you complete a job, please ensure you run through this checklist before you leave:

• Have you turned off all the lights?
• Have you set the alarm correctly?
• Does the facility smell nice?
• Have you conducted a final 2-minute walk through?
• Is the venue well dressed?
• Have you packed up all your chemicals and equipment – not leaving anything behind?
UNIFORMS

To ensure we are well presented when representing the company, it is important to wear the Worth Every Cent Cleaning uniform with pride and to wear it correctly.

You must wear your uniform correctly at all times when on the job. Even when you think no one is around to see you, you might be seen by security cameras and people on the streets.

If you look clean and professional, you are setting yourself up to think and act professionally to carry out our exceptional cleaning services.

You will receive a quota of uniforms when you purchase your franchise. New uniforms can be purchased through our Head Office.

If you are seen not wearing your uniform while on a client site, warnings will apply.

See photos of correct uniforms.

ARRIVING ON TIME

What sets us apart from the competition is our integrity – we on time, every time. Arriving on time shows that we are organised and that we value and respect our clients’ time. By not arriving on time, this sends a message that we value our time over our clients’ time.

When organising the time you need to arrive onsite, always allow extra time for delays or unforeseen circumstances. It is better to arrive early and wait in your car than to arrive late.

Arriving on time sets your day up for success. If we are arriving late, then we are automatically on the back foot.

Importantly, when we arrive on time, we make a great first impression and communicate to our clients that we are dedicated and committed to providing excellent service first time, every time.
To ensure we deliver an Awesome Client Experience every time and maintain our exceptional standards, please ensure you follow these steps

**GENERAL OFFICE/FACTORY/CHILDCARE**

1. Empty and reline all the rubbish bins – make sure that the rubbish bags are tied and not loose and messy
2. Full clean of the kitchen
3. Full clean of all bathrooms and showers
4. Dusting desks, computers, window sills and skirting boards
5. Vacuuming where applicable
6. Mop floors where applicable
7. Conduct a final 2-minute walk through to ensure that you have delivered an exceptional clean
8. Check the presentation of venue – Is everything dressed?
9. Check the smell – When the client walks in, will they smell the difference
10. Remove all rubbish to external area
11. Take all your cleaning tools and chemicals with you when you leave
12. Turn all required lights off
13. Check all doors are closed and locked
14. Set the alarm if required

**DOMESTIC**

1. Pick up loose items off the floors and put them away
2. Remove all rubbish from bathrooms, kitchens and all rubbish bins throughout the premises
3. Start by cleaning the kitchen area
4. Next, move onto the bathrooms
5. Dust and general clean and polish throughout
6. Vacuum where appropriate
7. Check all rooms are dressed correctly with cushions arranged nicely, toilet paper folded and tea towels hanging up in the kitchen
8. Check that the smell is strong and fragrant
9. Finish by mopping the floors, ensuring that you mop towards the exit to avoid leaving footprints
10. Turn all required lights off
11. Check all doors are closed and locked
12. Set the alarm if required
THE IMPORTANCE OF PRESENTATION & SMELL

Presentation and smell are two of the most important aspects of any clean. When finishing a service it is absolutely critical to conduct a check on the presentation and smell of the venue.

Smell is important because it is the first thing that our clients notice upon their return. Dressing the premises is equally important for providing an exceptional first impression of our service.

To help achieve exceptional first impressions, take time to walk through the venue and improve it by:

- Folding the toilet paper into a triangle
- Putting cushions correctly on couches
- Dressing beds and pillows in homes
- In both an office and home, making sure that dish cloths, towels, soaps are neatly presented and chairs are put back in their original positions.

In an office boardroom, place all chairs neatly around the boardroom table.

First impressions are the most important. If a client walks into their office and they can SMELL how clean it is and they can tell care has been taken in the presentation, then you’re ¾ of the way there to winning the client’s loyalty.

You could do the best deep clean but if the venue doesn’t smell clean or it doesn’t look well presented, then the client will think you’ve done a poor job.

SMELL and PRESENTATION are 75% of the clean. Make sure the venue smells beautiful and is well presented (and the clean is completed correctly) and you’ll have a client for life!
CLEANING TIPS & TRICKS

Worth Every Cent Cleaning always goes the extra mile with every clean we do. Here are our top tips for an exceptional clean every time:

- Review our YouTube channel: Search YouTube for ‘Worth Every Cent Cleaning’ and watch our series of ‘The 1 Minute Cleaning Tips’
- How to clean stainless steel including kitchen sinks:
  - Spray bleach on the stainless steel and leave it for 1 minute.
  - To bring out the natural shine of the stainless steel, use a splash of dishwashing detergent and a green scouring pad to lightly scour the area.
- For a great smelling toilet, use dishwashing detergent. It can be a lot cheaper than Toilet Duck products.
- If you’re cleaning high gloss tiles on a floor, remember to dry them with a towel to avoid leave streaks.
  
  When cleaning glass, always put the side of your face close to the glass to see any marks and streaks you may have missed.
- Review section 8C The Importance of Presentation and Smell on page 14 for tips on presentation and smell
- Clear communication with your client is imperative. This will help create a strong and long-lasting client relationship.

If you have any tips and tricks of your own, we’d love you to share them with us. We can add them to this manual to help new Franchisees coming onboard to go the extra mile and deliver an Awesome Client Experience every time.
The Awesome Client Experience

1 Day after First Clean
To ensure our Awesome Client Experience every time, we run a Quality Assurance Program. The program steps are outlined below; these are to be carried out by the Franchisee.

Two Weeks after First Clean
The client will receive a follow up call confirming the quality of cleaning and to address any questions they may have.

2 Months after First Clean
The client will be placed into the Worth Every Cent Cleaning Quality Assurance Program where they will be contacted every 2 month to connect and confirm they are satisfied with cleaning services provided.

Drop In
Depending on the size of the client, it is a great idea to schedule with them regular ‘drop ins’ to meet with them face to face and ensure they are more than satisfied with the cleaning services provided. To deliver the Awesome Client Experience and go the extra mile, you may wish to bring them a coffee or packet of biscuits. Face to face meetings will strengthen your client relationship and shows that you value them and they’re are more than just a client.

The Awesome Client Experience (ACE)
At Worth Every Cent Cleaning we aim far beyond a ‘satisfied client’. Our aim is to WOW our clients and give 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.

To deliver an Awesome Client Experience, you can go the extra mile by:

DURING OUR CLEAN:
- Leaving chocolates
- Leaving Easter eggs over Easter if appropriate
- Leaving Christmas cards at Christmas if appropriate
- Leaving hand sanitizers
- Leaving the place smelling amazing so when clients arrive the first thing they notice is a clean smelling space - remember, smell is 50% of any good clean
- Folding the toilet paper into a triangle
- Making the kitchen sinks shine like new
- Dressing the kitchen e.g. folding tea towels and wash clothes
- Dressing the bathroom by folding towels that are hanging up
- Communicating with clients in the Communications Book by leaving pleasant notes
- Being consistent in everything we do – how we look, how a space is cleaned and presented and turning up on time every time without fail.
AFTER OUR CLEANS:

- After the first clean, drop in box of chocolates off with a note to say thank you for their business
- Finding out key clients birthdays and send a card
- Clearly communicating with clients via email
- Dropping in to see clients regularly or calling every 2 months to check if they are still very happy with their cleaning and if there is anything they would like changed or addressed
- Always having a great phone manner
- Calling clients’ by their first name
- For more great ideas, see Client Appreciate Calendar on the following page.

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

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All the events outlined below are ‘touch points’ opportunities with clients.
COMMUNICATING ISSUES

Communication is key to the success of our business. We value clear and prompt communications. If issues arise, please follow the steps below to ensure a prompt resolution:

COMMUNICATING ISSUES AT A CLIENT SITE

1. Write down issues you’ve noticed in the Communication Book
2. If appropriate, follow up with an email to the client with the issues stated in the Communications Book
3. Depending on the issue, you may need to contact security
4. Depending on the urgency of issue, you may need to call Head Office directly.

COMMUNICATING ISSUES OFFSITE

• If there are any problems with yourself, your equipment or you are unable to get to the client for any reason, you must contact Head Office and the client immediately
• If you are unable to speak with the client, you must leave a message and email them as soon as possible. It is important that you follow up as soon as possible, therefore diarise a time to call them as soon as they open the following day
• As the client will return to their workplace or home and notice that it hasn’t been cleaned, it is imperative that we communicate with them as quickly as possible. This gives them confidence that we are aware of the issue and we have a plan to correct and complete the clean.

Steps to follow:

1. Notify Head Office immediately
2. Notify the client immediately via phone and/or email
3. If you can’t speak to client on the day, diarise to call them as soon as they are due back at their workspace
4. Communicate with the client the actions you will take to complete the service
5. Apologise again for not being able to carry out the service at time required
6. Depending on client, a half price clean or free clean might be in order to re-strengthen the relationship.
COMMUNICATING WITH CLIENTS DIRECTLY

• Write in their Communication Booklet
• Send them an email and/or call them

COMMUNICATING WITH HEAD OFFICE DIRECTLY

It is important to keep an open line of communication with your Area Manager and Head Office. They are there to support you and help you succeed in your business.

Your Area Manager will call you at least once every 3 weeks for a touch base and talk through any wins or problems you may be having. Please be as open and honest as possible during these calls. We welcome feedback and suggestions on how we can improve our business; our services and importantly, how we can better support our franchisees to succeed.
At Worth Every Cent Cleaning, we take complaints seriously. If you receive a client complaint and the service they have received, please follow the steps below:

**STEP 1**
Call and email the client to acknowledge you have received their complaint, apologize for the quality of the clean and reassure them that we have a system in place to rectify the clean and bring it back up to our exceptional standards.

*Remember, the client first wants to know they have been heard and that they are at the top of your priority list.*

Depending on the magnitude of the complaint, you may wish to offer the last clean free of charge.

**STEP 2**
Call the cleaner involved and let them know about the client complaint. Remember to communicate this to them clearly and in a sensitive manner. Go through detail the areas that were missed and emphasise that these need special attention during the next clean.

**STEP 3**
Inform the cleaner that you will follow up with the client after their next clean to ensure the clean meets our exceptional standard.

**STEP 4**
Follow up with an email to the cleaner outlining what has been discussed so that all details are recorded in writing.

**STEP 5**
Email the client to let them know that the cleaner has been informed and that you will contact them directly after their next clean to make to the clean meets our exceptional standards.

**STEP 6**
Diarise to call the client after their next clean to check in.

**STEP 7**
After the clean, call the client to touch base and check everything has been addressed.

**STEP 8**
It is important to keep accurate records. Make a note in your CRM about the complaint and how it was handled and resolved.
Security is our top priority when on site. It is important that you follow the processes below:

**WHEN ARRIVING AT CLIENT SITE**
1. Turn off the alarm
2. Call the security company if required
3. Lock the door behind you, especially if you’re working alone in the evenings

**WHEN LEAVING A COMMERCIAL CLIENT SITE**
1. Make sure all the doors are closed and locked (as you found them when you arrived)
2. Turn lights off, leaving on any security lights if specified
3. Set the alarm correctly
4. Lock front door including any deadbolts if specified
5. Double check all doors by testing them before you leave

**REMINDERS**
- To avoid being locked out or losing keys, keep all access keys on you at all times
- For your own safety and the security of the premises, it is important to lock all doors behind you while you’re working.
- In case of emergency, call our 24/7 help line or call 000.

**LOST KEYS**
We take security very seriously; in the event that you lose keys or access cards, promptly follow the procedure outlined below and refer to Section 5: Lost Keys Procedure on page 9.

1. Communicate loss of keys immediately to Head Office
2. Head Office will notify client of lost keys or access card
3. Depending on the client’s requirements, new keys or new locks must be replaced and provided to client site, at staff members expense
4. Head Office will conduct a review to investigate how the keys were lost
5. The staff member and Area Manager will collaborate to create a plan to reduce the loss off keys occurring in future.

**HELP LINE**

As a Franchisee taking on a new business, we understand the challenges you may face. Owning a business can be scary, fortunately, the benefit of owning a franchise is that you are supported every step of the way. Our franchisors are available 24/7 to answer questions or address any worries you may have.

You can contact us via phone (1300 854 401) or email (tryus@wortheverycent.net). We can also come join you for a clean at a client site if you have any concerns or you’re not clear about what is required.

As a franchisee of Worth Every Cent Cleaning, you are apart of our family and our team. It is our absolute commitment to you that you feel supported and you are given the right training in all aspects of the business to ensure you are a great success.

If you have any questions at all, please call our direct line on 1300 854 401. You can also email us at any time on tryus@wortheverycent.net.

If you feel you need further training on a certain aspect of your business or you are unsure, just call us to make an appointment with one of our support staff.
Our sales process helps us win clients and keep them. One great idea that one of our franchisees came up with was when after you win a commercial client and your first clean is complete, drop them in a box of chocolates with a handwritten note to show you appreciate their business.

Use the following note (handwritten) along with the box of chocolates after their first clean:

Hi <<First name>>,

This is just a little something to say a huge thank you for trusting us with the cleaning of your office. We truly appreciate your business!

If there is ever anything more we can do for you, please don’t hesitate to let me know.

Thanks again, <<your name>>

Hi <<First name>>,

This is just a little something to say a huge thank you for all your business over the past year, it’s truly appreciated!

If there is ever anything more we can do for you, please don’t hesitate to let me know.

Thank you again!

<<Your name>>

CLIENT'S ONE-YEAR ANNIVERSARY

Here at Worth Every Cent Cleaning we like to celebrate our client cleaning anniversaries. When your client reaches their one-year client anniversary, deliver a box of chocolates with the following handwritten note:

“Hi <<First name>>

This is just a little something to say a huge thank you for all your business over the past year, it’s truly appreciated!

If there is ever anything more we can do for you, please don’t hesitate to let me know.

Thank you again!

<<Your name>>

SALES: CELEBRATING CLIENTS
Client referrals are a fantastic way to grow your business. Some clients will refer your cleaning services to friends and family without being prompted. For others, we encourage you to ask your clients to refer you to their peers.

Below are a few great ways to ask for a referral via email, phone or in person.

Ask them directly: “I was wondering if I could ask you a favour? Do you know one person who you feel might benefit from a service like ours?” If they answer yes, ask the client to contact them and pass on your details. If you are asking for a referral in person, give your client a few business cards to share with their contacts.

When you meet someone, you can also ask the following series of questions:

1. Do you have a cleaner?
2. Are you happy with your cleaner?
   - Yes – “That is fantastic! Having someone you can depend on is a bonus these days.”
   - No – lead on with your next question
3. Would you mind if I dropped my card in at some point? Or if in person, “Can I give you my card?”
4. Reminder: Let the prospective client know that we have a free clean offer, “We have a fantastic free clean offer where we come in and do a 2 hour clean of your office/home for free. This gives us an opportunity to showcase our exceptional services.”
WHAT TO DO WHEN YOU LOSE A CLIENT AND HOW TO WIN THEM BACK

Losing a client is never easy and it can be for a multitude of reasons. But it should never mean that they are lost forever. There are a number of things we can do to try to win clients back.

Below are the steps you need to take once a client has informed you that they wish to terminate their cleaning contract:

1. Acknowledge their email or phone call to let them know you’ve received their request
2. Find out why they are terminating their contract. Ask them, “Apart from [the reason they first gave you], is there any other reason that you want to finish your cleaning with us?” This helps get to the real reason why they wish to terminate their contract.
3. Make a note if the contract was terminated due to anything we may have done e.g. issue with the cleaner, communication or quality control. We will needs to address this area and fix it immediately
4. Create a note in the CRM that client has terminated their contract
5. Make the client as a ‘Past Client’ in the CRM
6. Initiate the ‘Win back Program’ within CRM, creating tasks for 3 and 6 months time to make contact with the client
7. Make sure the client is still on mailing list for email communications
8. Notify Cleaner. It is best to do this after their final clean (as per client request) as it is important that we finish on a good note
9. Organise to return access keys to client ONLY after their final invoice is paid. This is stated in the Terms and Conditions in our Service Agreement
WIN BACK CAMPAIGN

As per the instructions above, create notes in the CRM as to why the client terminated their contract and initiate the Win Back Campaign process below:

Win Back Program phone call
3 months after they cancel their contract phone them and ask:

1. Do you currently have a new cleaner?
2. Are you happy with them?
3. If there is anything we can do, please let us know.
4. Remind them of the other services we can provide – or anyway in which our company has improved over the last 3 months, outlining the steps we’ve taken to improve our services.

Win Back Program email
After you have spoken to them on the phone, contact them via email using the following template within 24 hours of the phone call:

Subject line: We want you back!
Hi <<name>>
Thank you for taking the time to have a chat with me, it was lovely to speak with you again.

To make up for lost time, we’d love to offer you some sweet deals to make it easy to come back on board with us at Worth Every Cent Cleaning. We want you back!

Firstly, we’d like to offer your first 2 weeks of cleaning FREE of charge.

Or alternatively, if an unhindered window view or pristine carpets are your soft spot, let us offer you a complimentary window or carpet clean instead.

Let us prove to you why we deserve your business again. If this sounds suitable, please let me know and I will give you a call to arrange a chat about how you can take advantage of this special offer.

Many thanks <<Your name>>

Win Back Program 6 months
Win Back Program email:

Subject line: Long time, no clean!
Hi <<name>>
Thank you for taking the time to have a chat with me, it was lovely to speak with you again.

We’ve been thinking of you a lot over the last 6 months! In that time we have devised an irresistible offer to rekindle the flame:

2 weeks of cleaning FREE of charge!

Alternatively, if an unhindered view or pristine carpets are your soft spot, let us offer you a complimentary window or carpet clean instead.

We hate goodbyes. Let’s be “us” again.

Give us a call or drop us a line on [insert phone number] to arrange a chat and take advantage of this special offer.

Many thanks <<Your name>>
It is important to stay on top of invoicing. All your invoices to head office should be sent once per week. Please email all invoices to Head Office: payables.wec@gmail.com

1. Invoices are to be emailed directly to Head Office weekly or when required
2. If an invoice is emailed late to Head office, payment could be delayed by a week
3. All invoices need to include:
   - Full name/company name
   - Address
   - ABN Number
   - Phone number
   - Details of client
   - Date of service completed
   - Amount due
   - Total amount due (including GST)
   - Banking details
4. See below an example invoice:

![Weekly Franchisee Invoice](image)
Here at Worth Every Cent Cleaning, we want to help you feel confident running your business. As well as cleaning training, we will provide full training on administrative systems and requirements. These include:

- CRM (Capsule) training
- Invoicing (Xero) training
- Email [insert email system]
- Phone management

If you feel you need further training on a certain aspect of your business or you are unsure, just call us on 1300 854 401 to make an appointment with one of our support staff.

The following pages include templates for checklists and form outlined in this manual. These include:

- Hand Over Procedure For New Client
- Client Hand Over Checklist – From One Staff Member To Another
- Key Hand Over Form
- Client Appreciation Calendar
# Hand Over Procedure

## For New Client

<table>
<thead>
<tr>
<th>Have You Completed the Following</th>
<th>Tick</th>
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<tbody>
<tr>
<td>1. Client has signed the Key Handover Form</td>
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<td>2. Keys have been provided</td>
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<td>3. Alarm keypad location</td>
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<tr>
<td>4. Alarm codes and instructions</td>
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<td>5. Light switch locations</td>
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<td>6. Power point locations for vacuuming</td>
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<td>7. The tasks to be completed at the job</td>
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<td>8. Length of clean</td>
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<td>9. Any special areas or requests the client has requested</td>
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<td>10. Key point of contact details</td>
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# Client Hand Over Checklist

**From One Staff Member To Another**

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<th>Have You Passed On The Following</th>
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<td>1. Location of Communication Book</td>
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<td>2. Alarm keypad location</td>
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<td>3. Alarm codes and instructions</td>
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<td>4. Light switch locations</td>
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<td>5. Location of key staff desks</td>
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<td>6. Keys handed over</td>
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<td>7. Have you communicated the frequency of clean?</td>
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<td>8. Have you communicated the duration of the clean required?</td>
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<td>9. Special ‘focus’ areas</td>
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<td>10. Any ‘don’t forgets’ e.g. XYZ to complete?</td>
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<td>11. Extra tips or tricks</td>
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<td>12. Key point of contact details</td>
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<td>13. Emergency and afterhours contact details</td>
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<td>14. Office hours and cleaning times</td>
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<td>15. Are there any additional questions?</td>
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</table>
A. ACCEPTANCE OF KEY(S)
I acknowledge receipt of the key(s) listed below and assume full responsibility for their proper use until returned to a Worth Every Cent Cleaning key control personnel. In particular, I agree to not duplicate any key(s) owned or controlled by Worth Every Cent Cleaning. I will not loan, barter, sell or give the keys to anyone.

B. RETURN OF KEY(S)
Key(s) issued to the cleaning team remain the property of Worth Every Cent Cleaning and must be returned upon the client contract termination or transfer. When a client’s contract comes to an end may it be for various reasons or if the cleaning team leave Worth Every Cent Cleaning, any key(s) issued must be returned to the key control personnel noted above within 48 hours. Do not transfer the key(s) directly to a replacement staff member unless first obtaining permission for the key control person.

D. LOST OR STOLEN KEY(S)
Lost or stolen keys present a significant security problem. The loss or theft of key(s) must be reported promptly to the key control personnel. Replacement keys will be the responsibility of the staff member and keys will need to be replaced immediately. If any locks need to be changed, this will also be the responsibility of the staff member.

Keys are issued to the holder and must never be loaned or transferred.
# CLIENT APPRECIATION CALENDAR

**OBJECTIVE:** TO BUILD A TEAM OF ‘RAVING FANS’ AND TO KEEP THE ‘WORTH EVERY CENT’ PROMISE.

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# NEW FRANCHISE PARTNER TRAINING SCHEDULE

## WEEK 1 - TRAINING

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>LOCATION</th>
<th>BUDGET</th>
<th>DOCUMENT/ EQUIPMENT</th>
<th>CONTENT ONLINE</th>
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</thead>
<tbody>
<tr>
<td><strong>DAY 1</strong></td>
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<tr>
<td>Morning</td>
<td>Introduction to WEC, Company Expectations</td>
<td>Nice Café</td>
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<td>Operations Manual, Training Manual</td>
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<td><strong>DAY 2</strong></td>
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<tr>
<td>Morning</td>
<td>Cleaning Equipment &amp; Workplace Health and Safety</td>
<td>Classroom</td>
<td></td>
<td>WHS+S guide,Op Manual</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Sales and Marketing - Quick Overview</td>
<td>Classroom</td>
<td></td>
<td>S&amp;M Manual</td>
</tr>
<tr>
<td><strong>DAY 3</strong></td>
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<tr>
<td>Morning</td>
<td>Customer Relationship Management System (CRM)</td>
<td>Classroom</td>
<td>CRM Handbook, Operations Manual</td>
<td>Getting them logged in to their own CRM, Basics on how to navigate the system, Tech support, Functionality, Reporting, Updating Procedures</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Invoicing and XERO</td>
<td>Classroom</td>
<td>First Class Accounts Contact Details</td>
<td>Presentation by Duncan</td>
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# NEW FRANCHISE PARTNER TRAINING SCHEDULE

## WEEK 2 - TRAINING

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<td>$150 - Room Hire</td>
<td>S&amp;M Manual, Whiteboard, Markers, Pamphlets, Other marketing material</td>
<td>Full workthrough of S&amp;M Manual, Scenario’s, role playing, Q&amp;A, Objections, Personal Development</td>
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<td>$125 - Payment to Franchisee</td>
<td>Pre-organised with current Franchisee</td>
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<td>Business and Financial Coaching Overview - followed by Daily Debrief Call with Franchisor</td>
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*WORTH EVERY CENT CLEANING*
Commercial & Domestic Cleaning Specialists