

Used oats for sale, cheap!

By Bill Bane

Selling a high quality service over cheap competition is demanding, and some don't have the patience to do it. Do you get frustrated when a prospect asks, "Why is it you charge more than so and so cleaners?" If prospects or customers question your price, it simply means that you have not justified it to their complete satisfaction.

Every reputable cleaning business is plagued by the bait and switch advertiser who publishes a ridiculously low price, such as \$5.95 per room. Every legitimate operator knows that overhead and advertising costs make that kind of a price impossible. But, apparently enough bargain seeking consumers believe it to keep the charlatans in business for awhile.

Most fly by night artists (they are known as cowboys in the UK) advertise a "quality" service. "Quality" is an abused word. A sports announcer talks about a "quality" player, meaning a good player. Salespeople refer to a "quality" product or service. They mean it's good. "Quality," however, does not mean "good." It needs an adjective to complete its meaning ie: good quality, poor quality or mediocre quality!

This is not a modern phenomenon. I found an old cookbook of my grandmother that was copyrighted in 1911. The publisher was an Indianapolis hardware company, and one of the items they sold was a kitchen stove. The headline with the stove was, "Not how cheap, but how good!"

This was their way of defending their price and putting the reader on notice that price is not the only consideration in making a purchase. A famous old saying goes, "Anything can be made cheaper." Another old sage said, "Quality is like oats. If you're satisfied with oats that have been through the horse one time, you can buy them cheaper."

What is service?

It's common to call carpet cleaning a "service business." But, are we really just peddling performance? A legitimate service needs three ingredients:

Performance: People hire us for our skills and the ability to give them what they want and expect for a fair price. There are thousands of people in the cleaning business who believe that showing up and doing a good job is all that is required. Good service means answering the phone, scheduling in a friendly way at the convenience of the customer and arriving when we are expected. A good job done by a clean, polite crew is a must.

Thoughtfulness: It's solving little problems for people above and beyond the normal business operation they pay for and expect. Maybe it's cleaning on Sunday without extra charge because that's the only day that will work for them. If someone brings a rug in to our shop for cleaning or special treatment, we should run out to meet them and carry their rug into our place of business. Perhaps it's running to the store for a quart of milk for a customer who was left without a car that day. It can be as simple as wiping dust from base boards behind a sofa before replacing it or relocating a heavy piece of furniture for a client.

Etiquette: Following up with a note of thanks is a matter of etiquette and common courtesy. Train technicians to be polite.

Dr. Norman Vincent Peale, speaking at a Bane Clene convention said, "You are in the people business, and that means creating helpful solutions for your customer's problems."

We are in business to serve!

**When you Call 'Us' On The Carpet®,
real, live, people answer our
telephones.**

Profiling customers

It might not be politically correct for police to profile certain types of people. But for a carpet cleaning business it's essential to identify the prime market for high quality carpet and upholstery cleaning service. There is a perfect profile to target for your advertising program.

About 76 million Americans are in that potential market. That's more than the total number of Americans that were alive one hundred years ago. Life expectancy has nearly doubled since 1900, when a child could expect to live to be 47. A child born today can expect to live more than 76 years.

Be certain that your marketing net is cast in the right direction. Bane-Clene Institute has a special class devoted to reaching a specific market and defines the best media combination to do it.

<p>IICRC C.C.T. Class September 18 - 19</p>
<p>Stone Floors Class Stone, Marble & Grout October 16</p>
<p>Wood Floors Class Repairing and Refinishing Wood and Pergo Floors October 17</p>
<p>Bane-Clene Institute Management Classes Sept 15 - 17, Oct 13 - 15</p>
<p>See page 2 for details!</p>

**NOTE:
New pricing certain items**

* 30460 Foil Tabs (5000)	\$34.95
10145 5 gl Sta-Clene®	119.95
10340 AFC™ 1 gl.	29.95
10400 Solv-A-Clene™ 1 gl.	19.95
10405 Solv-A-Clene 5 gl	99.95
10420 Saf-T-Solv™ 1 gl	29.95
*10675 PCA™ 4 - 40 lb	149.95
*10680 PCA 4 - 100 lb	319.95#
*10960 PCA 5 - 13 lb	68.95#
*10962 PCA 5 - 65 lb.	324.95#
*10961 PCA 5 - 20 lb.	102.95
*10963 PCA 5 - 30 lb.	154.95

indicates "While supplies last".

* indicates "Non-discountable"

**Hard Floor
Specialty Classes:**

**Stone, Marble & Grout Class
October 16, 2008 8am - 5pm
\$199/person**

There is a shifting trend toward using more natural stone in both interior and exterior installations. Why not take advantage of this trend?

Comprehensive hands-on training session in cleaning, sealing, polishing and restoring marble, natural stone, ceramic tile and grout.

**Wood Repair and Refinishing
Class October 17, 2008
8am - 5pm - \$199/person**

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors and wanting them refinished!

Why get all upset about this? Why not take advantage of this trend?

Get on the ground floor and learn how to make more money wood floor repair and refinishing.

Comprehensive hands-on training session in repairing and finishing wood floors.

For more information and to register, call 800 428 9512.

**IICRC Carpet Cleaning
Technician (C.C.T.) class**

September 18-19, 2008 - \$199/person

Most mills require technicians and firms cleaning their manufactured carpets to have IICRC certification!

IICRC Exam available for additional charge - payable directly to IICRC.

Just Some of the Topics Covered:

- Deodorizing.
- Fibers (types and sources).
- Fiber identification.
- Carpet construction.
- Carpet dyeing and colors.
- Programmed Carpet Maintenance.
- Mechanics of soiling.
- The cleaning cycle.
- Understanding pH.
- Chemistry of cleaning.
- Carpet cleaning methods.
- Over wetting problems.
- Carpet cleaning problems answers.
- Professional spot stain removal.
- Marketing and sales.
- Topical treatments.

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**Pre-2005 Para-Mount®
Certified Used**

With ramp, auto reels and winch assembly

Includes 12" and 4" cleaning tools. (no 8" tool).

90 day 100% warranty.

Training & installation included

\$6,995.00

**Certified Used
Mega-Port®**

Portable Extractor with

- 50 feet new solution hose,
- 50 feet new vacuum hose
- 12 inch floor tool

90 day Warranty

\$2,295.00

Plus Shipping & Handling



Upgrade your current Bane-Clene system with the **3-D Base Unit** - Adaptable to all Bane-Clene tank systems.

\$6,995.00 +

Shipping and Handling.

Call for details.



**Remanufactured 3-D. Para-Mount®
Price New \$15,995.00**

Remanufactured Price \$13,995.00

One-year warranty

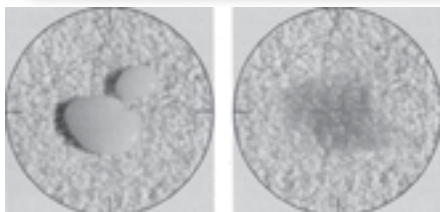
Shipping Not Included

Call for further details

The Para-Mount carpet cleaning equipment is the ultimate one-man cleaning system. It is designed as a truck-mounted operation with enough water capacity to work all day and take away the waste water, eliminating the illegal dumping of dirty water onto streets. It has the lowest maintenance time and cost in the industry. Low profile design distributes weight evenly in the van.

Designed for installation into a 3/4 ton van. 1-ton is recommended.

**Shaw Industries recommends
Teflon over all others.**



Treated Untreated

Added value for your customers means added profit for you. The improved, advanced repellency carpet protector provides extra time to clean up spills, minimizes wicking and the spreading of stains. Teflon Advanced is more resistant to oil-based and water-based stains than ever, thanks to its higher repellency. And it creates a unique invisible shield around carpet fibers, keeping dirt from sticking to fibers. DuPont recommends the application of Teflon Advanced after each cleaning on all carpet types, even those with built-in soil and stain protection. Reinforces stain-blocking qualities of stain-resist nylon fibers.

Super Teflon® Special CT09-1
7 cases (28 gals.) Catalog No. 10810
Regular Price\$1,257.20
Special Price Only\$899.99
(Free Brochures Upon Request - Max 100)

Teflon Protector Special CT09-2
2 gallons Teflon® Catalog No. 10810
Regular Price\$92.00
Regular Price with avg. S&H\$109.00
Special Price Only\$89.99
(Free Brochures Upon Request - Max 100)

5 Cases Teflon® (20 gallons) CT09-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$669.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT09-4
Catalog No. 10810
Regular Price\$538.80
Special Price Only\$439.99
(Free Brochures Upon Request - Max 100)

**Want more information on
Bane-Clene?**

Call us at **800-428-9512** for free information and a free Video Tape, DVD or Mini CD-ROM as well as our 552 page Catalog.
This video may also be viewed on our web site www.baneclene.com.

Deodorizing Special #1 CT09-5
2 gallons Phase I™ Catalog # 10240 +
2 gallons Phase II™ Catalog # 10280
Regular Price\$71.80
Regular Price with avg. S&H\$93.80
Special Price Only\$69.99

Phase I solves the usual odor problems with so little effort. By simply adding one ounce of **Phase I** per gallon of cleaning solution, those everyday odors are whisked away.

Phase II is a high-potency ready-to-use deodorizer that eliminates extraordinarily offensive odors by complex chemical interaction. It is not a cover-up or a masking agent. Phase II kills animal odors, human and pet "accident" odors, smoke damage odors, kitchen odors, musty odors and mildew odors.

Phase I and Phase II are not for use on stain-resistant nylon carpet.

Deodorizing Special #2 CT09-6
4 gallons Molecular Modifier Cat. # 35008
Regular Price\$95.80
Regular Price with avg. S&H\$119.80
Special Price Only\$89.99

Molecular Modifier is a formulation of cleaning agents, bacterial cultures, enzymes, and odor modifiers which break down the molecular structures of odor-causing substances and stains. Removes most odors and stains caused by urine, vomit, feces, blood, mildew, decaying food, and other organic matter.

Prespray Special CT09-7
2 gallons Preface® Catalog # 10655 +
2 gallons TLS® 2000 Catalog # 10080
Preface prespray may be used on stain-resist carpet and for wet-cleaning upholstery.
Use Concentration: 1:10 with water.
Use pH: Below 10.

TLS 2000 is perfect for greasy restaurants and extremely soiled commercial carpets.
Use Concentration: 1:10 with water.
Use pH: 12.5
Regular Price\$99.80
Regular Price with avg. S&H\$124.80
Special Price Only\$94.99

2 gallons Olefin Preconditioner CT09-8
New formulation - now with oil-loving enzymes. Catalog # 10985
Formulated especially to emulsify heavily compacted oil and grease, especially in carpet traffic lanes and other hard to clean areas - particularly on olefin and on berber carpet.
Use Concentration: 1:10-1:30 with water.
Regular Price\$109.90
Regular Price with avg. S&H\$129.90
Special Price Only\$89.99

Liquid Cleaner Special CT09-9
3 gallons LCA-256 Cat.# 10118 +
1 gallon Booster™ # 10040 +
Regular Price81.90
Regular Price with avg. S&H\$106.90
Special Price Only\$79.99

LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents.

Use concentration: 1/2 oz per gallon water.
Use pH: 8.9

Booster dramatically improves cleaning performance without raising the pH level.

Use concentration: 1/3 amount of LCA.
Use pH: 7.

**CLOSE OUT SALE
While Supplies Last
50% off + Shipping & Handling
\$25.00 Minimum Order
Call for details**

- 11 EA #61912 Rx Dry Volatile Solvent pt
- 6 EA #61918 Rx Graffiti Remover pt
- 7 EA #61924 Rx Ink Remover pt
- 4 EA #61927 Rx Juice/Dye Remover pt
- 12 EA #61933 Rx Milk, Egg, Protein pt
- 6 EA #61936 Rx Odor Remover pt
- 9 EA #61942 Pet Odor Remover pt
- 12 EA #61945 Rx Pet Stain Remover pt
- 31 EA #61948 Rx Rust Remover pt
- 16 EA #61954 Rx aerosol spotter

**FREE FREIGHT only on specials on this page
(On Prepaid Orders in 48 Contiguous States)
Strictly Limited to One of Each Special per Customer**

*For details on this issue's featured products:
Call 800 428 9512 in the United States, including Alaska and Hawaii.
Special Offers and Bargains*

Specials are effective September 1, 2008 • Expire October 15, 2008
Minimum Order Amount: \$25.00. C.O.D. & open account orders not accepted on this feature.
*Prepaid orders only: MasterCard, VISA, American Express, Discover, Debit Card;
or mail check to 3940 N. Keystone Ave/Indianapolis, IN 46205.
Indiana businesses, please add 7% sales tax.*

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Bane-Clene®

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Indianapolis, Indiana 46205

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FAX 317 543-2222

Visit our message center on our web site **www.baneclene.com.**

E-mail: bane@baneclene.com

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Service & Supply Centers

*Chemicals, equipment, parts & service
for carpet & upholstery cleaners.*

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September 2008