

# Handling mistakes

By Bill Bane

Mistakes have brought giant corporations to their knees. A cleaning service can be destroyed by employee (or owner) mistakes. Anyone who does anything worthwhile makes mistakes. The secret is to make fewer mistakes than everyone else.

Handling mistakes is critical. A “blow up” may lose an employee. Or they may bristle and get even after a chewing out. There may be ramifications from others who thought the errant employee was over penalized or let off the hook too easily if made public.

Punishment is the least used technique in dealing with mistakes today. More often, a supervisor just chews a little, stews a little and then tries to forget the matter. Meanwhile, the error producer sometimes doesn’t even know the extent of the damage that has resulted from the mistake.

There are three times when you should not say anything of importance to another person; when they are tired, angry or have just made a mistake. In baseball, a good manager never says anything to a player after an error is made. In fact, he won’t say anything until a day or two later and then only in a constructive way.

Chewing a person out in front of others is a sure way to lose their confidence and undermine respect. Embarrassment can injure the self assurance of the person to a degree that they may never recover from the experience. How about the last time someone really chewed on you. No fun, was it?

Talk with the “guilty” party, a day or so after a mistake and define the way to do it right. You’ve cooled down by then, and the initial embarrassment of the employee has waned. Handle it professionally, coolly and constructively. And above all never discuss the mistake as a matter of gossip with other people in the company.

## Recession

A man lived by the side of a road and sold hot dogs for a living. He was hard of hearing so he had no radio. He had trouble with his eyes so he didn’t read newspapers or watch TV. He put signs up on the highway telling how good his hot dogs were and stood by the side of the road shouting, “Buy a hot dog” to cars passing by.

And people stopped and bought his hot dogs. Business got better so he increased his meat and bun orders and he even bought a bigger stove. He made enough money to send his only son off to college. Then he got so busy that his son had to quit college to help him with the business.

But then something happened. His son said, “Father, haven’t you heard?” There’s a recession going on right now and business is terrible. The father said, “Well son, you’ve been to college, you read the papers, listen to the radio and watch TV. You ought to know!”

So they took down the signs, quit standing by the road to sell hot dogs and they cut down their meat and bun orders. And their hot dog sales fell almost overnight. “You’re right, son.” the father said. “There is a recession and business is terrible.”

This old story which originated after WWII was first printed in the Cleaning Digest magazine in 1974, then reprinted in 1980 and 1991. It seems appropriate to reprint it again!

## Merry Christmas

It may not be politically correct, but on behalf of everyone at Bane-Clene I wish you and yours a very blessed and merry Christmas and a happy, healthy and prosperous New Year. May the blessing of the good Lord be your guiding light through these treacherous times!

## Welcome aboard

Are these hard times for carpet retailers? They don’t have to be. Kevin Kolodziej has a retail carpet business in Highland, Indiana. Many of his customers ask about a cleaning service and being an entrepreneur he decided to join the ranks of carpet retailers who have attended Bane-Clene Institute.

Kevin and his brother Kris, who will assist him in the cleaning division are now the proud owners of a Bane-Clene System and plan to profit from the current economic situation. It is a well known fact that during recessionary periods people clean instead of replacing their carpet.

Bane-Clene is pleased to have fine, up-standing businessmen like Kevin and Kris representing us in northern Indiana and will assist them in every way possible to become one of the most successful cleaners in their market area.

<p><b>IICRC C.C.T. Class</b> <b>February 22 - 23</b></p>
<p><b>Stone Floors Class</b> <b>Stone, Marble &amp; Grout</b> <b>April 15</b></p>
<p><b>Wood Floors Class</b> <b>Repairing and Refinishing Wood</b> <b>and Pergo Floors</b> <b>April 16</b></p>
<p><b>Bane-Clene Institute</b> <b>Management Classes</b> <b>Jan. 13-15, Feb. 24-26</b></p>
<p><b>All classes are held in the</b> <b>Bane-Clene Indianapolis</b> <b>Training Center</b></p>
<p><b>See page 2 for details!</b></p>

**Excellent Attendance at Stone/Grout and Wood Classes  
in October. Next classes are scheduled for April 15 & 16, 2010.**



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

**February 22 - 23 - \$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.

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

**Cold Weather**

Now that cold weather has come to  
much of the country, you should be  
using the door drape to keep the cold  
weather outside instead of letting it into  
your customers' homes.

This Naugahyde drape fits most com-  
mercial and residential pedestrian doors.  
In the cold winter months, this device  
helps keep the cold weather outdoors.  
In the hot summer months, it keeps the  
air conditioning indoors and insects  
outdoors. A "must" for any truck-mount  
operation.

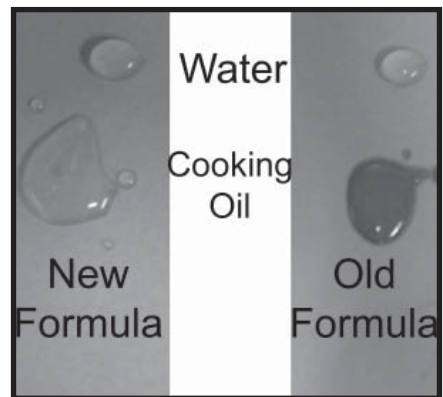


**New, Improved Sta-Clene®**

The new solvent-based Sta-Clene  
formula is based on a fluorinated  
polymer rather than the old silicone. The  
advantages over the old product are:

- Nearly odorless.
- Much more stable.
- Resists oil-based spills and soils.
- Better resistance to water-based spills  
and soils.
- Better dry soil resistance.
- Will not void stain-resist warranties.
- Works even on olefin.

Application rates remain unchanged -  
1,000 sq. ft. per gallon.



Upgrade your current Bane-Clene system  
with a **new 3-D Base Unit** with a five-year  
conditional warranty - Adaptable to all  
Bane-Clene tank systems. **\$6,995.00**  
+ Shipping and Handling. Call for  
details.

**Winter & Bad Weather Coming - Use Shoe Booties!**

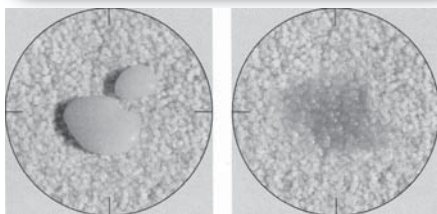
There is no better way to create a positive impression than by wearing  
a pair of shoe booties when cleaning or doing inspections. Show care for  
your customer's home by slipping them on over your shoes.

One Size Fits All: Fits shoes 6 to 14. Slip over all types of footwear from  
tennis shoes to work boots to protect carpet and floors. Water-resistant.



\*\*\*\*\* **December Specials** \*\*\*\*\*

**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.

**Teflon Protector Special                      CT12-1**  
2 gallons Teflon® Catalog No. 10810  
Regular Price with avg. S&H .....\$109.00  
**Special Price Only .....\$89.99**

**6 Cases Teflon® (24 gallons)                      CT12-2**  
Catalog No. 10810  
Regular Price .....\$1104.00  
**Special Price Only .....\$840.00**

**3 Cases Teflon® (12 gallons)                      CT12-3**  
Catalog No. 10810  
Regular Price .....\$538.80  
**Special Price Only .....\$444.44**

**Efficient Extract Close-Out                      CT12-4**  
2 x 92 ounce jars Catalog # 35076  
Regular Price with avg. S&H .....\$39.90  
**Special Price Only .....\$29.95**

NOTE: Not recommended for use in Bane-Clene units.

**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 548 page Catalog. This video may also be viewed on our web site **www.baneclene.com**.

**Liquid Products Teflon® Special                      CT12-5**  
Buy any four Bane-Clene labeled liquid products at regular price (mix & match) and qualify for 1 case (4 gallons) of Teflon # 10810 for \$118.00/case (\$29.50/gallon).  
**(Both items prepaid)**

**PCA 5 / Teflon® Special                      CT12-6**  
Buy 30 lb pail of PCA Formula 5 # 10963 for \$154.95 then you are eligible to purchase 1 case (4 gallons) of Teflon at \$118.00/case (\$29.50/gallon).  
Regular Price with avg. S&H .....\$376.95  
**Special Price Only .....\$274.95**

**Disinfectant/Mold Control Spcl.                      CT12-7**  
1 gallon Microban® Disinfectant # 32510  
1 gallon Sporidicin® # 33700  
Regular Price with avg. S&H .....\$76.90  
**Special Price Only .....\$64.95**

**MicroBan** Disinfectant is a ready-to-use product, which gives protection against germs, odors, mold, and mildew. Effective in decontaminating, upholstery, rugs, etc.. Controls mold, mildew, fungus and odors wherever they are a problem. Cannot be shipped to California. Use Concentration: Undiluted.

**Sporidicin** is Bactericidal, Virucidal, Kills Mold & Mildew, Fungicidal, Tuberculocidal. EPA-registered to clean, disinfect and deodorize. Provides continuous residual antimicrobial activity for up to 6 months. Registered for mold and mildew remediation/restoration. **Effective against MRSA!** Sporidicin Disinfectant meets CDC recommendations for control of **Swine Influenza "A" (H1N1)**. Registered in all 50 states (including California). 100% kill of disease and odor causing organisms. Kills mold and mildew, including *Stachybotrys chartarum* (black mold). Approved for use in air duct cleaning.

**Solution Hose Special                      CT12-8**  
50 foot section of solution with splice.  
**25% off regular price. Call for details.**  
**(Shipping not included).**  
**WHILE SUPPLIES LAST.**

**LCA®-256/Booster™ Special                      CT12-9**  
2 gallons LCA-256 Cat.# 10118 +  
1 gallon Booster Catalog # 10040  
Regular Price with avg. S&H .....\$84.85  
**Special Price Only .....\$66.95**

**LCA-256** Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents. LCA-256 safely and efficiently cleans and emulsifies at only 1/2 ounce per gallon all types of soils on all types of carpets. It will not clog pumps or jets and is effective in hot or cold water.

**Booster** dramatically improves cleaning performance without raising the pH level. Booster is a concentrated, super-potent blend of Emulon® synthetic detergent complex with neutral pH additives and water conditioners, formulated to boost the cleaning power of cleaning agents without the danger of overwetting or browning.

Ionically compatible with PCA™ Formula 4, PCA™ Formula 5, LCA®-256, Super LCA®, TLS® 2000 and Preface® as well as most non Bane-Clene cleaning agents.

Booster contains no cationic ingredients or bleaching agents and is safe for all carpet fibers. Softens hard water, leaving carpets bright and soft.

Use concentration: 0.133 ounce per gallon water in your cleaning solution.

**Shipping in freezing weather**

In the colder months, freezing weather can prove to be a problem for shipping some liquid products.

Even if you are located in a warmer climate, please consider the fact that the order may travel through colder areas during which they can be subjected to freezing temperatures.

Our catalog details which products are not freeze/thaw stable and can be a problem in the winter.

Fortunately, Teflon® Advanced is freeze/thaw stable, according to DuPont.

**FREIGHT PREPAID only on specials on this page (except solution hose)  
(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*

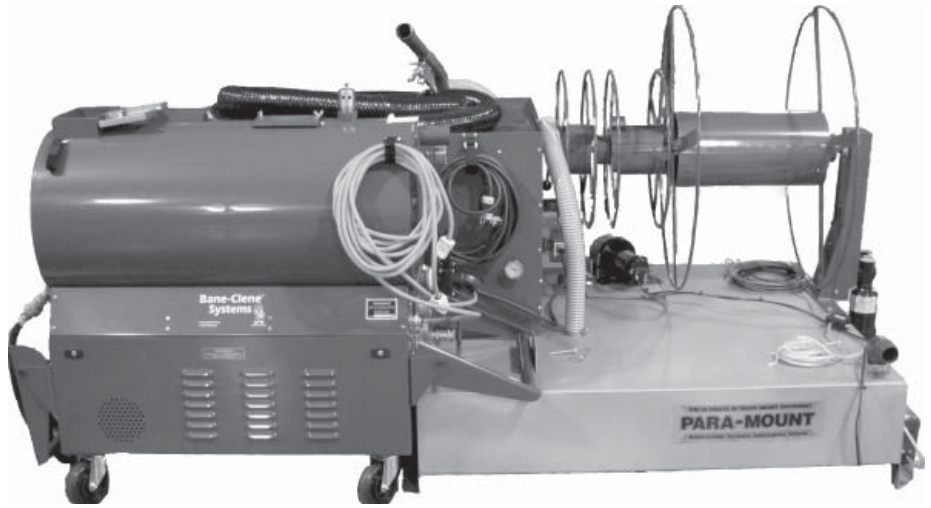
**Specials are effective December 1, 2009 - Expire January 15, 2010**

**Minimum Order Amount: \$25.00. C.O.D. & open account orders not accepted on this feature.**

**Not responsible for errors and/or omissions.**

*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.*



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

90 day warranty.

Includes ramp and installation in  
Indianapolis, Indiana.

Allow 2 weeks delivery time.

**\$7,995.00 +**  
Shipping and handling

**Bane-Clene Institute  
"Course to Success"**

**Jan. 13-15 • Feb. 24-26**  
For more information and to  
register, call **800 428 9512.**

**Bane-Clene®**

3940 N. Keystone Avenue  
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FAX 317 543-2222  
Visit our message center on our  
web site **www.baneclene.com.**  
E-mail: [bane@baneclene.com](mailto:bane@baneclene.com)

**Service & Supply Centers**

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

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800 694 8555**

**United Kingdom  
01293 437511**

**December 2009**