

# Hiring is a full time job

By Bill Bane

The reason most people give for lack of growth in the cleaning business is that it's nearly impossible to hire anyone who wants to work. This isn't true! There are people everywhere who would like to work, especially in these tough times.

The key is asking. Lazy business owners expect people to answer an ad in the classifieds and come charging into the office ready to go to work. Want ads are the wrong place to look. An owner or manager must go out and recruit. If that tactic is good enough for college athletic managers, it surely must be good enough for business.

In the world of sports, high school coaches scout the grade school teams. College coaches scout high school games. Professional teams have full time scouts working everywhere. They look for players who have talent.

Go out into the real world where people are gainfully employed and shop for prospects for your business! Look for attitude, patience, courtesy and appearance. Look for a ready smile and the ability to say please and thank you like they mean it. If you see someone you like, hand them a business card and ask them to call you when they have a chance. Tell them you have a job opportunity if they're interested. Most of them will not call you, but a few will.

Keep the pipe line full of prospects that you've interviewed and when you need help you'll have it. Just as in your advertising program, hiring is a numbers game. It takes many contacts before you find the person you want, one who is agreeable to joining your firm and perform for your profit.

Ask for references when hiring and be sure to check them out. Run a criminal and drug check on them, too. Don't forget you'll be sending these people into some pretty nice homes and you're responsible.

## Phone voice

There's a trend in telephone receptionists to speak in clipped tones? The staccato-like delivery resembles a computer until the end of a sentence, when the tone shifts to a higher key and makes a statement sound like a question. They often begin a sentence with "Umm!" and tie sentences together with something that sounds like, "An, Ummm!"

When training telephone specialists, be sure to have them practice reading segments from your sales brochures. It teaches them about your business and repeated reading helps them avoid the above scenario. Insist on voice quality that is warm and friendly. Your prospect's first impression of your company is the voice they hear on the phone.

## Gurus on line

Not long ago, Don Terry and I were discussing so-called "gurus" (another word for salespeople) on internet bulletin boards. When they haven't been mentioned for a day or so, a question magically appears about their next meeting or school. Then someone will ask a question that invites an answer from them or one of their followers (shills) to call attention to the so-called "expert."

We've had calls and e-mails asking why we don't participate in public bulletin boards. There are two reasons. Our staff is very busy taking care of our customers and we always put them first in anything we do. Secondly, there is some mischief on bulletin boards and we do not wish to be associated with them.

Don told me how many hours he spends on the phone answering questions for our customers and for technical people from carpet mills and furniture plants. These contacts generate more business for our customers than we could ever hope to produce from posting dubious questions and self-serving responses on public forums.

## Investing in customers

Treat every customer like an investment that will return profit to you. The only risk involved is being greedy with the time your customer has purchased from you. While they may expect you to be prompt, they don't want you to rush their job. And they don't care where you've been or how long you were there or how hard you've worked. They're only interested in their own place.

You should list the time you arrive and leave on each job. It may surprise you to find a direct link between rechecks (some call them no-charge call backs) and the lack of time spent on a job. Most rechecks can be eliminated by taking a little more time on the initial job, thus illustrating how a small investment of time may save money on a recheck.

During the next ten years it is estimated that 34 million "Baby Boomers" will retire. This is without a doubt the largest and most affluent generation ever to quit working. It also represents one that wants and appreciates good service. For those in the service industry, those statistics and characteristics represent the greatest opportunity we've ever had in our business.

**IICRC C.C.T. Class  
September 16 - 17, 2010**

**Bane-Clene Institute  
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June 2 - 4 • July 28 - 30**

**All classes are held in the  
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**See page 2 for details!**

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**New Sta-Clene® Formula 940**  
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• **Ready to use**  
Saves time and money. No mixing. Won't spoil like water-based products.

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Clear and nearly odorless. Creates a barrier around each fiber and will NOT void stain-resist carpet warranties.

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Won't affect appearance, feel or color of a treated surface. Does not slow drying time. Superior oil and water repellency. Resists abrasion and wear. Makes cleaning easier next time.

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No other protector has it. Perfect for furniture. Stretches with the fabric. Withstands heavy use such as children's elbows, knees and the paws of heavy animals without breaking the barrier.

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Carpet (including stain resistant nylon), rugs, upholstered furniture, apparel, fabrics, fine silk, wood, decks, concrete, stone, tile, grout and canvas (tents, boat covers, etc.).

**A 4 gallon case is only \$103.80 and generates \$400.00 in revenue when applied according to directions at only 10¢ /sq.ft. Most protectors sell at 20¢ to 30¢ per square foot.**

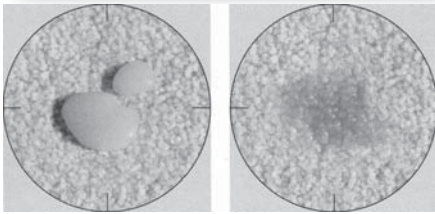
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**With every 4 gal. case, you get 25 new consumer brochures\* absolutely FREE, to help sell this fabulous new protector to your customer. Call 800 428 9512 or visit catalog at [www.baneclene.com](http://www.baneclene.com)**

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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      CT06-1**  
2 gallons Teflon® Catalog No. 10810  
Regular Price with avg. S&H ..... \$109.00  
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**5 Cases Teflon® (20 gallons)      CT06-2**  
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Regular Price ..... \$920.00  
**Special Price Only ..... \$660.00**

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Catalog No. 10810  
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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.

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**PCA 5 / Teflon® Special      CT06-5**  
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**

**PCA 4 / Teflon® Special      CT06-6**  
Buy 40 lb pail of PCA Formula 4# 10675 for \$149.95 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 ..... \$373.95  
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**Liquid Special      CT06-7**  
1 gallon Booster™ Catalog # 10040 +  
1 gallon LCA® 256 Catalog # 10118 +  
1 gallon Preface® Catalog # 10655+  
1 gallon TLS® 2000 Catalog # 10080  
Regular Price with avg. S&H ..... \$107.80  
**Special Price Only ..... \$77.99**  
**Booster** dramatically improves cleaning performance without raising the pH level.  
**Use concentration:** 1/3 amount of LCA.  
**Use pH:** 7.

**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

**Preface prespray** may be used on stain-resist carpet and for wet-cleaning upholstery. Oil and grease are quickly emulsified and water-based stains pop out with ease when Preface is used.

**TLS 2000** is perfect for greasy restaurants and extremely soiled commercial carpets.  
**Use Concentration:** 1:10 with water.  
**Use pH:** 12.5

**Liquid Products Teflon® Special      CT06-8**  
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**(Both items prepaid)**

**ITEMS TO BE DISCONTINUED**

**NOTE: Close-out items can be purchased for regular price with free shipping. \$25.00 minimum order.**

**# 30528 Last Step (1 gallon)**

**0 left - Substitute:**

- Brown Out® # 10180
- All Fiber Textile Rinse # 61512

**# 35040 CSS Color Stabilizer (1 gl.)**

**7 left - Substitute:**

- Brown Out® # 10180
- Available in pints with # 30535 (Red Relief for Wool). or #30537 (Stain Magic for Wool).

**# 10815 DuPont Zonyl 8929B (1 gl.)**

**9 left - Substitute:**

- Preface® # 10655
- Olefin Preconditioner # 10985
- TLS® 2000 # 10080

**# 30521 Citra Quick (1 gallon)**

**11 left - Substitute:**

- Citrus APS® # 10226

**# 61024 Hi-Shine 21 (1 gallon)**

**1 left - Substitute:**

- Hi-Shine 25 # 61030

**# 61706 Non-Residual Roto-Brite (1 gl)**

**1 left - Substitute:**

- Brush & Bonnet # 35065

**# 61912 Dry Solvent Spotter (Pints)**

**8 left - Substitute:**

- Saf-T-Solv™ # 10420

**# 61409 Chemspec Olefin Prespray (gl)**

**6 left - Substitute:**

- Olefin Preconditioner # 10985.

**# 35028 Dirt Chaser (1 gallon)**

**0 left - Substitute:**

- Preface® # 10655
- Olefin Preconditioner # 10985
- TLS® 2000 # 10080
- Pro-Zyme+ # 30538

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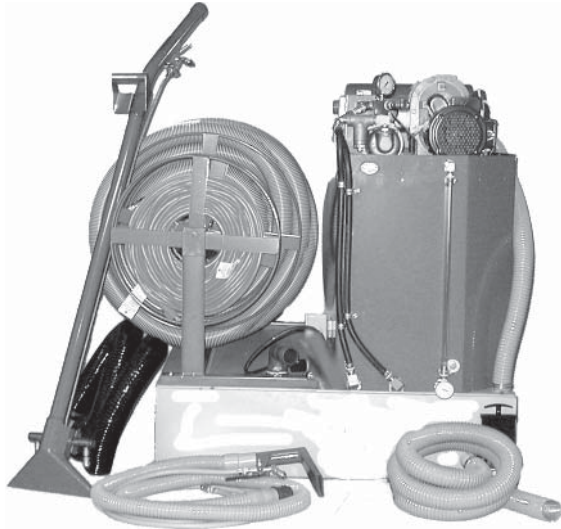
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