

“How can I pave the way for my Technician?”

The **Vision:** Do you want ...

- Customers who help you get their home ready for cleaning... BEFORE you arrive?
- Home owners who request “*Additional Service Options*” without you even asking?
- [Delighted Cheerleader clients](#) who [sing your praises online](#)?

The **Problem:** Most customers are happy to prepare their home for your cleaning. But especially with first time clients they likely don’t know what to do! DUH! Even worse, they may not be aware of the “*Additional Service Options*” you can perform (such as the “re-applying” of protector) while you are already there cleaning their carpets!

The **Solution:** Simply mention in your [SFS Phone Format](#). “*I’d like to email you our Carpet Cleaning Checklist that helps you get your home ready for its big day! Is there an address I can email it to right now?*” Since you have given them a [Valid Business Reason](#) for requesting their email almost all clients will give it to you! (And yes, it IS important to [get their email address!](#))

The quick**FIX:** Here is a *Residential Customer Letter* that “pre-oriens” your home owner on what to expect and lets them pre-order additional services BEFORE your techs arrive at the home. Plus it helps them know where and how to praise your company online with their delighted reviews.

Let me know how this *Residential Customer Letter* works for you!

[Steve Toburen](#)

Like this sample Letter? You’ll LOVE *Strategies for Success!*

Invest 5 days with *Strategies for Success* (SFS) and you’ll gain **years** of experience in measuring your financials, creating a marketing plan and building a truly lucrative, “real” business.

Do you struggle with any of the challenges below? Then just click for the solutions!

Remember, this is just a taste of the proven “*Success Resources*” SFS will give you:

- [Communicate the week’s priorities to your staff](#)
- [Five bucks to get started off right with your cleaning client](#)
- [Boost your efficiency in carpet cleaning](#)
- [How can I stop competing on price in residential?](#)
- [What should I put on my carpet cleaning website?](#)

There is no other program like SFS. Interested? Call your Jon-Don rep or follow these links:

- [Frequently Asked Questions about SFS](#)
- [Why should I invest five days of my life to attend SFS?](#)
- [Here is what you will learn at SFS- day by day.](#)
- [Skeptical with all the "snake oil" out there? Read what our members say...](#)
- [Read these SFS Member "bios" of what happened after SFS!](#)

Remember, SFS has transformed the lives of over 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

[Steve Toburen](#)

Dear Carpet Cleaner:

Here is a sample "Pre-communication" Cleaning Checklist we sent out to our client's. (A great way to get their email!) I'd appreciate your ideas on how to improve this letter. Email your thoughts to stoburen@StrategiesForSuccess.com

Want to transform your business? Then check out this short [SFS "orientation video"](#). I appreciate your interest! Steve

NOTE: I've marked in **red** copy you need to insert. And the **green** areas indicate where you should link to your website.

Dear (*Customer Name*)

[Access this letter as Word document](#)

Thank you for trusting us with your fine furnishings. When we're finished, your home will be sparkling, fresh and beautiful — guaranteed! Here are some suggestions to help both of us:

1. Please advise your Cleaning Specialist upon arrival about any special requirements on moving your furniture, weak legs, loose tops, etc. Or contact our office before hand at ([Your business phone #](#)) Or text us at ([your cell phone #](#))
2. Please thoroughly vacuum your carpets (especially your high-traffic areas) before we arrive.
3. Please pin up any full length draperies so that they will be at least 6 inches from the carpet.
4. Also, please pin up any skirts on upholstered furniture which may be touching the carpet.
5. Remove all breakable items from furniture which will have to be temporarily moved to clean your carpet. (We call this "clearing the decks for action"! 😊)
6. Any small pieces of furniture such as dining room chairs, magazine racks, etc. that you can remove from the carpet before we arrive will let you enjoy your sparkling clean carpet sooner.
7. Heavy furniture (china hutches, entertainment centers, etc.) can't be moved unless completely emptied before we arrive of all breakables. However, the carpet underneath these items can be hand cleaned where there is sufficient space or we can edge right up to the base.
8. Please call to your Cleaning Specialist's attention any spots or stains which may require special techniques and identify the staining agent if possible. We have specialized spot removal agents.
9. For your pet's peace of mind (and ours!) please put them in a safe place where our cleaning won't disturb them.
10. If possible, please have an outside water faucet available for us to turn on.
11. A special note about odors:
We do everything possible to reduce or eliminate pet odors. However, due to depth of contamination, 100% success may not be attainable. Also, for a few days after cleaning you may notice an elevated odor due to higher humidity levels. We do offer [advanced optional levels of odor removal!](#) Please ask your Specialist for more information.

NOTE: [HERE is our online menu](#) of *Additional Service Options* you may want done while we are at your home. Thank you for working with us. We look forward to serving you.

[Your Contact Information](#)

P.S. Our office will call you shortly after we leave your home to make sure you were delighted. (Or if you were not there with your permission we will give you a call on your cell phone to let you know the results of your cleaning.) Also please send in your pre-stamped customer comment card. Remember, you have our 100% no-questions-asked guarantee that you will be delighted!

NOTE: IF you are delighted with our service we would appreciate you commenting online. [HERE are a few links of review sites](#) popular in our area and THANKS IN ADVANCE!

P.P.S. Special after-care information:

- 1) Please leave your plastic "tabs" and blocks under your furniture for 24 hours after cleaning. If it is physically difficult for you to remove the tabs, please call us and we'll help.
- 2) For your children's and pet's safety please do not let them crawl or lay on the carpets until they are completely dry.
- 3) Some deep-set oily and protein stains will be removed during cleaning, but over a period of time they may "resurface" from your carpet backing and pad. If this happens, just give us a call. We have a special reduced spotting rate for these pesky "re-occurring stains".

NOTE: If you have ANY concerns or questions please call ([Your business phone #](#)) or text us at ([your cell phone #](#))