

“How can I get more commercial work?”

It is super scary doing “cold call selling” to prospective commercial accounts and especially when you first meet with your (hopefully!) new client. Business managers have very short attention spans and work under lots of pressure. So use this Commercial Carpet Analysis form to “structure” that important first interview and to gain the process some “respect”. Here’s how you do it:

#1- After introducing yourself, pull out your clipboard and say, *“Let me just ask you a few questions on your flooring maintenance issues. This will let me give you a much better proposal.”* (Almost everyone will agree.)

#2- Quickly start asking questions and filling in the responses. Be sensitive here and remember you don’t need to fill in every single space.

#3- When you get to the “Exterior Generated Soiling” section be sure to ask the first question: *“Where are your main soiling areas?”* As they respond start to fill in the answer and then look up and ask, *“Could you just show me this area?”* BINGO! It is essential to get your prospect involved in a tour of the facility. Now just keep on filling out this CCA form as you go through the building.

NOTE: The longer you can tactfully keep your prospective client involved in answering these questions the better. Why? 1) The process displays your professionalism, 2) you are building a relationship with your client and 3) this CCA form forces your client to invest time with you. The only way they can get a “return” on their time invested? Do business with YOU!

Steve Toburen

PS We delve deeply into the Emotional Dynamics of selling commercial work in our *Strategies for Success* seminar. You need to be there!

If you like this CCA form, 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 true infrastructure in your 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:

- [Transform your company with commercial “encapsulation” cleaning](#)
- [Writing commercial cleaning maintenance contracts](#)
- [How do my competitors stay alive at 7 cents per foot?](#)
- [Why can’t I make a profit? Finances scare me.](#)

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 almost 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

Steve Toburen

Commercial Carpet Analysis

Company Name: _____ Industry type: _____
 Address: _____ Phone: _____ Cell _____
 Contact name: _____ Position: _____
 Other decision makers on the project? _____

Questions for contact:

1. Who are your customers? _____ Products you sell: _____
2. What/ where is your main carpet maintenance issue? _____

3. What is your daily carpet maintenance now? (Type of equipment, frequency, etc.) _____

4. What is your current method/ frequency of carpet cleaning? _____

5. What carpet appearance improvements are needed? _____

6. What are your schedules/deadlines for these improvements? _____
7. Do you have a projected budget set? _____

Age of building _____ Heating system _____ Lighting _____ Smoking permitted? _____

Exterior generated soiling:

- Where are your main entrance areas? _____
1. Soiling sources / characteristics: _____
 2. Carpet construction/ fiber: _____
 3. Color / age of carpet: _____
 4. Vacuuming / cleaning frequency: _____ walk-off mats? _____
 5. Installation concerns: _____
 6. Spots, stains, other concerns: _____

Interior generated soiling: (High traffic, kitchens, workshops, etc.)

- Where are your main soil and/or high visibility areas: _____
1. Type of soil: _____
 2. Carpet construction/ fiber: _____
 3. Color/ age of carpet: _____
 4. Vacuuming/ cleaning frequency: _____
 5. Installation concerns: _____
 6. Spots, stains, other concerns: _____

Carpeted areas summary: (List "zones" in order of priority/usage)

| AREA | TRAFFIC/USAGE (HIGH/MEDIUM/LOW) | CONCERNS | METHOD/SIZE | FREQUENCY |
|----------|---------------------------------|----------|-------------|-----------|
| 1. _____ | _____ | _____ | _____ | _____ |
| 2. _____ | _____ | _____ | _____ | _____ |
| 3. _____ | _____ | _____ | _____ | _____ |
| 4. _____ | _____ | _____ | _____ | _____ |
| 5. _____ | _____ | _____ | _____ | _____ |
| 6. _____ | _____ | _____ | _____ | _____ |
| 7. _____ | _____ | _____ | _____ | _____ |
| 8. _____ | _____ | _____ | _____ | _____ |