

## “How can I get more people to refer me?”

The **Vision**: Do you lust after ...

- Happy, delighted “Cheerleaders” that praise you from the rooftops?
- Or even better “Cheerleaders on Steroids” that post glowing online reviews?
- Would you like to cut your ad costs to ZERO?

The **Problem**: Even after you do a “good job” most clients won’t go out of their way to refer you.

The **Solution**: You (and your employees) must “*build a bond*” with the home owner! Huh?

That’s right- to create Customer Cheerleaders you must tap in to the “80% Principle”: **“80% of how the home owner decides if you did a ‘good job’ or a ‘bad job’ is based on how they FEEL about the person actually doing the work!”** A no brainer- Right? But how?

The quick**FIX**: A simple checklist that consistently guides the tech’s relationship with the client.

Of course, this one page “Moment of Truth” outline isn’t going to make you into a Cheerleader expert. To learn this stuff in-depth you’ll just need to attend our [Strategies for Success](#) seminar!

[Let me know how this Moment of Truth Checklist works for you!](#)

[Steve Toburen](#)

### **If you like this Checklist 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:

- [Five bucks to get started off right with your cleaning client](#)
- [This economy is killing me. How can I survive?](#)
- [I’m sick of employees. Why can’t they be more like me?](#)
- [How can I stop competing on price in residential?](#)
- [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*

# "Moment of Truth" Residential Carpet Cleaning Checklist

## INTRODUCTION

- a) Stand back three feet, crisp, efficient and FOCUSED!
- b) Look them in the eye and SMILE!
- c) *"I'm (full name) with (company name)."*
- d) Introduce your team members and what they will do on the job.
- e) Hand the customer your business card.

## 1. ICE BREAKER

- a) Introduce yourself again to pets, kids, HAVE FUN!
- b) Make a sincere comment (house, yard, neighbors, etc.)
- c) Refer to clipboard *"I see we're here to clean..."*
- d) Lay down doormat and wipe your feet.
- e) Give customer their FREE ["Lifetime Carpet Spotter"](#).

## 2. CUSTOMER INTERVIEW

- a) *"Please give me a tour ...and show me any special concerns."*
- b) Listen carefully, write down answers and take "Immediate Action."
- c) Ask your Four Interview Questions
  - 1) *"How old is the carpet?"*
  - 2) *"Any spots or stains?"*
  - 3) *"Are pets inside the home?"*
  - 4) *"Have you noticed any bad seams, ripples, frayed areas?"*

## 3. PLANNING THE ATTACK

- a) *"Let me review your concerns... have I missed anything?"*
- b) *"Here's what I'll do to protect your home..."*
  - 1) Place corner guards
  - 2) Tabs and foam blocks
  - 3) Floor guards if cleaning upholstery
  - 4) Place door guard at front door, etc.
- c) Ask permission to begin. *"If it's ok with you, we'll start in the \_\_\_\_."*

## 4. CLEANING PRESENTATION

- a) Clean your dramatic "Magic Square" in the dirtiest area.
- b) Groom the Magic Square fibers and say, *"Let me show you how your carpets are responding."*
- c) Explain your cleaning procedures.

## 5. POST INSPECTION

- a) *"I'd like to review with you what I've done."*

NOTE: If customer is not home, call at work and review job. Remember to talk slowly in the beginning: *"This is \_\_\_\_\_, Am I calling at a good time? I'm finishing up in your home and everything looks great! Do you have just a few seconds to review the job with me?"* (Don't forget to ask about "re-applying" the ScotchGard!)
- b) If customer can't be reached, leave all paperwork on kitchen table.

## 6. THANK YOU AND GOODBYE

- a) *"Do you have a check number that I can write on the invoice?"*
- b) Act as a consultant. Give your client maintenance tips for their carpet.
- c) Say goodbye to the kids and pets, and then say, *"I've enjoyed meeting you. We really appreciate your business AND your referrals. Goodbye."*
- d) Leave confident that you have made another Cheerleader!