

HOW A RELATIONSHIP WITH



Can Add **VALUE** to Your Business

THE **SOFLOCLEAN.COM**

REFERRAL RELATIONSHIP PROGRAM

FOR:

Floor Covering Retailers and Manufacturers

Interior Designers and Decorators

Real Estate Agents and Brokers

INSIDE:

- ✓ 8 Reasons A Relationship With A Professional Cleaning Firm Can Be Profitable to Your Business
- ✓ How To Select A Professional Cleaning Company
- ✓ How To Get Free Cash or Cleaning Through Our Referral Reward Program
- ✓ 7 Ways To Maximize Your Referrals

SOFLOCLEAN.COM

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8 Reasons to Have A Relationship With A Professional Cleaning Firm

Reason # 1: *Product Maintenance*

The products you sell need to be maintained properly. Allowing your clients to be victimized by uneducated, uninformed, or sometimes downright unscrupulous cleaners can have a negative reflection on you. When an installation doesn't wear well, clients assume that the product is defective when it may simply need to be maintained better. **SoFloClean.com** is one of the most reputable, experienced cleaning firms in the area. We will help your clients keep their floors and fabrics look their best at all times.

2. *Client Education*

Your clients need to know how to best take care of their floors and fabrics. Many installations are permanently damaged due to a lack of client understanding about maintenance. **SoFloClean.com** offers free information to your clients – just by asking. We publish newsletters, tips, and are also available for free information over the telephone.

3. *Staff Education*

The more your staff understands about cleaning and maintenance, the more effective they will be at selling and servicing your clients. **SoFloClean.com** offers **FREE** workshops for your staff. We will discuss cleaning methods and field maintenance questions. This information will be a valuable asset on the sales floor. We will even bring complimentary pastries!

4. Problem Solving

SoFloClean.com is one of the most experienced cleaning firms in the country. We routinely solve unusual and difficult soiling conditions. Partnering with a firm that will know how to approach these problems will make you a hero in your client's eyes.

5. Referral Rewards

Get **FREE CASH** or **CLEANING** through our Referral Reward Program! **SoFloClean.com** offers a 10% Referral Fee for every new client you send us.

6. Perks For Your Client

Your clients can try our service for **FREE!** We will offer your special clients (that are new clients for us) 100 square feet of carpet cleaning at no charge, no obligation, and without a high pressure sales pitch! This free service is worth up to \$99.00. We will provide you with Free Trial Offer Cards that entitle your client's to this valuable gift. Simply write your name on it and give it to your client as a free gift from you!

7. Perks for You

SoFloClean.com offers a 20% discount on your personal home cleaning. You qualify for this discount by simply being in Floor Covering, Interior Design or Real Estate. Firms that refer our company on a regular basis also enjoy free spot cleaning of the carpet at your facility, and we sometimes stop by with doughnuts and other treats!

8. Business Building Programs

SoFloClean.com offers programs that help you keep your clients. For example, if you want to mail to your clients we will fund some or all of the postage cost in exchange for inserting our company literature.

Questions Your Clients Should Ask When Selecting A Professional Cleaning Company...

What distinguishes one carpet cleaning company from another?

This Checklist will ensure that you are asking the right questions:

___ *Do They Have Good References?*

Unfortunately the cleaning industry is filled with uneducated, uninformed, and sometimes downright unscrupulous companies. **SoFloClean.com** enjoys one of the best reputations around. The area's most seasoned floor covering experts, Interior Designers and Realtors refer our services exclusively.

___ *What Kind Of Experience Do They Have?*

SoFloClean.com is experienced in all types of fibers and soiling conditions, no matter how unusual they may be. We are also experienced in all methods of carpet cleaning. **SoFloClean.com** is known for being able to solve cleaning related problems that no one else can. This insures that whatever your situation is, we are probably familiar with it.

___ *Are They Well Educated In Their Field?*

Sadly, most companies in our industry do not invest in educating themselves in their field. This robs them of the opportunity to learn the latest techniques and industry problems. Our company is certified by the IICRC (Institute of Inspection, Cleaning & Restoration Certification), the world's most recognized body of certification for carpet and upholstery cleaners.

We have used the services of all of our known competition and found that not even one met the minimum IICRC standards of cleaning. In most cases, the cleaner applied one to three steps. Our carpet cleaning process calls for 12 important steps. Our other services call for at least 7 and as many as 12. Each one of these steps is incredibly important. These steps insure that you get the most thorough cleaning job ever.

___ *What Systems Do They Use?*

The equipment a cleaning firm uses is very important. Many companies use outdated, ineffective equipment. Our company insists on the highest quality, most advanced, state-of-the-art equipment on the market today. The systems we use will get maximum soil removal and maximum spot removal without over-wetting your floors or fabric and without leaving a sticky residue behind.

Do They Understand Customer Service?

Our mission is to provide you with the most outstanding service experience possible. We are committed to showing up on time, and communicating with you throughout the service experience. Our staff will show up in a professionally lettered vehicle, in uniform, ready to serve you in the most courteous manner possible.

Do You Get What You Pay For?

Never select a carpet cleaning company based on price. A low priced service can actually damage your floor or fabric costing you more in the long run. **SoFloClean.com** charges more than other companies, but you get what you pay for. It's impossible for a company to provide an outstanding service experience if they can't afford quality employees, equipment, and training.

Do They Use Top Quality Products?

Many cleaners try to make up their deficits by using poor quality products. Discount products tend to leave sticky residues behind and can sometimes discolor your floors or fabrics. **SoFloClean.com** refuses to use such products. Insisting on top quality products provides you with cleaner fabrics and floors and a healthier indoor environment.

Do They Guarantee Their Work?

After having an ununiformed, uneducated, or downright unscrupulous carpet cleaner in your home, the hardest part is getting them back to fix the problem. At our company, we offer a 100% money-back guarantee. If you are not completely thrilled with the service experience you receive from our company, we will rush back to your location at no charge and no obligation to remedy the situation. If you are still unimpressed, you owe us nothing and we will provide a 100% refund.

Do They Offer A Referral Program?

For every new client you refer to **SoFloClean.com**, we will send you a 10% referral commission. A certificate for 10% of the job will be mailed to you when the referred client pays their invoice. You may then either use the certificate toward services or redeem it for cash. Remember that we guarantee our work, so don't hesitate to refer your friends, neighbors, or co-workers!



CLEANERS OF FINE FABRICS • FLOORS • CARPETS
RUGS • YACHT CARE • PRIVATE JET CARE

Offers These Fine Services

Carpet Cleaning

Upholstery Cleaning

Drapery Cleaning

Area & Oriental Rug Cleaning

COMMERCIAL CLEANING (all above services)

Hard surface cleaning

- Hardwood
- Marble
- Tile
- Granite
- Travertine
- Terrazzo
- Saltillo
- Countertops

Dust Mite Anti-Allergen Cleaning



*CDC Approved
Disinfection Treatments
that KILL CORONAVIRUS*

7 Easy Ways To Maximize Your Referrals

1. *Hand out “How To Select A Professional Cleaning Company” Brochure and Free Trial Offer Cards*

We will provide you with as many brochures and free trial cards as you need.

2. *Set up a “How To Select A Professional Cleaning Company” Sign Board*

Make it easy to refer by using our display board. This attractive board holds approximately 50 brochures. This way, you don't have to wait for a client to ask about cleaning before racking up the referrals.

3. *Attach brochure and card to client paperwork each time you make an installation*

Many companies find it helpful to educate their clients on maintenance at the point of purchase. In addition to the brochures in this packet, we also offer a “How To Care for Your Carpet brochures and many other Free Reports. By including this valuable information at the point of sale, you will be adding tremendous value to the sale.

4. *Insert SoFloClean.com materials in your mailers*

Increase your repeat and referral business by mailing to them on a regular basis. Perhaps you have a new product line you would like your prospects to know about. **SoFloClean.com** will help fund certain projects in exchange for inserting helpful materials.

5. *Hold a cleaning workshop for your clients*

Invite your special clients to your showroom. We will provide a first class presentation on the topic you desire.

6. *Call us with prospective client's telephone number and we will contact them*

When you get an inquiry for cleaning, have us call them. This usually results in an increased number of referrals.

7. *Offer your clients a steady stream of valuable maintenance information*

SoFloClean.com offers reports on a variety of topics such as Filtration Soiling, Yellowing, Animal Stains, Sunlight Fading, and many others. Becoming a valuable resource to your clients by posting these reports on your website or using them in your fax broadcast campaigns.

Call 954-773-4208 Today!

OUR MISSION:

To Provide Your Clients With The Most Outstanding Service Experience EVER!

OUR GUARANTEE:

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