

ALT-B
 ALT-S
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 CTRL-ENTER
 ALT-C
 ALT-H
 ALT-INSERT
 ESC TAB
 ALT-DEL
 3

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The Simple Secret to Sales Success

It is important to understand that people "hate being sold" but they love "to buy" things. People also love to buy from someone they LIKE. The simple secret to sales success is to get the client to LIKE you. You do this by relating and conversing with the client. You cannot treat clients like they are "just another call". Each client is uniquely different and so are his or her needs. Remember, you may have made your presentation many times but it is the FIRST time that the client has talked to you.

The responsibility in sales is not just sales-it is also enhancing the value of our service with the quality of your communications. When clients like and respect you they tend to trust you-and trust is critical to your success.

You can only succeed if you deal with clients (and make your presentations) with:

- HUMANITY
- WARMTH
- SINCERITY
- CARING
- CREDIBILITY
- CONCERN
- EMPATHY

1. Get Sale

2. If you don't get the sale
find out why

Go over top 4 services @ website
for tomorrow

Mission Statement:
To create life long clients by
providing the ~~ultimate~~ service
Experience.

1700 sq ft
2600 sq ft

Definitions

Area: the unit of measure on which we base our service charges

Booked conversion: The number of appointments you make as a percentage of opportunities. I.e. 80 appointments-100 calls= 80% booking conversion

Call grade sheet: The measurement tool to evaluate the effort and use of trained sales skills

Client: Customers. The word client enhances the image of our relationship with them

Completed conversion: The number of transactions in which we collect money as a percentage of total calls. I.e. 75 completed jobs-100 calls= 70% completed conversion

Contractor: Owner/operator contracted to service Dalworth clients. (see: technician)

IHI: Abbreviation for "In Home Inspection"

Lost appointment

: A call in which no appointment is scheduled. See: "shopper call"

Technician: Person in the field doing the actual cleaning service

Terminology to help sell VALUE

As you know we are trying to project the image of an extremely high quality sales and service organization. The training we have been going through is an attempt to up grade our sales position via the telephone.

As an added attempt to upgrade our VALUE selling strategy I would like to incorporate the following differences in terminology when we are talking to our clients.

Customers= Clients. Clients indicate that it is more a partnership, not just a “customer, give us your money” transaction. In order to facilitate this change, I would like to begin referring to Customer service as Client Services.

Wet= Damp. Carpets are never wet. That is a scary thought for our clients.

Estimate= in home inspection. Inspection indicates we are going to review and evaluate the situation in the client’s home. Estimate focuses ONLY on price.

Chemicals= cleaning agents. No reason to scare our clients with the use of the word chemical. We use mild cleaning agents to ensure a cleaner carpet.

Patch=Bonded insert. We will not scare our clients with the possibility of “cutting and patching” their carpets. We will repair the problem with a bonded insert of carpeting.

One thing we must realize is that as sales agents our words are our most effective tools. In the market place there are very few of our competitors that will refer to the services in the manner we are. It is just another way to enhance our quality image and differentiate us in the marketplace.

Please post these terms in your work area and make a diligent effort to communicate with our clients using these tools.

Advertising Source: Importance, Retrieval and Entry

What is an Advertising Source (AD SOURCE)? An Advertising source (referred to as AD SOURCE) is an identifier for the medium (that Dalworth advertises in) that motivated the client to call our company. For example: radio, television, direct marketing piece, Internet etc.

Dalworth spends MILLIONS OF DOLLARS annually to entice potential clients to call and allow us to work with them. This is the BIGGEST expenditure for our organization and not to be taken lightly. Sales and Service play a KEY role in the tracking and planning of our advertising activities.

One of the most (if not THE most) important responsibilities is the TIMELY, EFFECTIVE and ACCURATE retrieval and entry of our ad sources. It is with this information gathered by the Sales and Service agents that Dalworth decides what method of advertising are working well and how much to spend on each marketing medium. If you do not take this responsibility seriously it could affect your future as a Dalworth employee.

How you ask for the ad source can affect the answer the client gives. For example; if you were to ask "Did you see our ad on TV?" the answer would most likely be yes. If you were to ask if they heard our ads on the radio, the answer would probably again be yes. Therefore, in order to have a consistent and non-guiding question you MUST ask for the ad source using the following verbiage:

"Was there an ad you saw or heard that prompted your call to Dalworth today"?

This statement MUST be used on each and every call. Varying this statement can change the answer the client gives us and can affect our marketing decisions.

Getting the ad source is not the end of your responsibility. We must also further define the SPECIFICS of each ad source. For example, if a client says they saw our ad on TV it is only logical to ask "Do you remember what station you saw it on?" Since we must budget a certain amount of money for each medium we also need to know the specific stations, mailings, yellow pages ("Do you remember what page you saw it on?"), etc that yield optimum performance. This information it is critical to the success of the organization.

Keep it clean ad source

Beginning immediately please enter any keep it clean job under the **ad source** of **“KEEP IT CLEAN- REPEAT.”**

This will allow us to track the activity of our 1 year Spot and Spill- Keep it Clean warranty.

When booking a keep it clean check to see who the original tech was and put it in the notes Example: ***Original Tech Garry Taylor***

Cable TV Ad Source

Starting today we will begin to advertise on Cable Television. So, from now on when a customer identifies television as the ad source you should ask:

“Do you know if that was cable television or **NETWORK** television?”

If the answer is cable then choose the ad source “Cable Television” or CABLTV.

If the answer is “I don’t know”, just select TV general

Remember, the largest expense we have as a company is advertising. The information you collect from your customer about the advertising that prompted the call is very important. If it is not accurate then the information we use to make our decisions on where to spend our advertising dollars will be poor. Your focus on accurately getting this information each and every time is very important to the company.

Thanks,
James Smith

Revised 8/4/05- Change wording from “broadcast television” to “network television”

Important Ad Sources

These ad sources are important because they affect the technician's pay.

Referral Cleaner:

- 1) When someone requests a specific tech
- 2) When a technician calls a job in through client service

Franchise Online Order:

- 1) When a franchisee books an order online for a client
- 2) When a client books an order online through the franchisee's website

Knock 4's:

- 1) When a technician gets done with a job and actually goes around the neighborhood "knocking" on doors and books a job this way

Payment: Methods and Options

There are several different methods of payment accepted by Dalworth Clean. The methods of payment accepted by Dalworth Clean are as follows:

- 1) Check
- 2) Cash
- 3) Credit card
- 4) Money order
- 5) Cashier's check

Credit cards are normally not accepted over the telephone due to the chance of credit card fraud. If a client asks to give a credit card number over the phone please find out the circumstances (out of town, gift, etc), check the client's history and speak with management for approval to accept. If we choose to accept it over the phone you must get the **Credit card number, expiration date, signature line pin number** (number on the signature line on the back of the card) and **driver's license number**. Remember to ALWAYS repeat the credit card number AND expiration date back to the client to ensure accuracy.

The credit cards we accept are: MasterCard, Visa, Discovery and American Express. Do NOT mention American Express to the client but if they ask we will accept it. American Express is our LAST option for credit card payment. We are charged a much higher processing fee so we do NOT want to accept American Express if at all possible (but we don't need to tell the client that).

The Technician upon completion of the service accepts these methods of payments. It is important that we communicate to the client effectively the method of payment. We do this in an option format. The option format is as follows:

"Would you prefer to pay by check, cash or credit card?"

We use this option format to inform the clients of the different methods of payment we accept. Please note, in the option format we did not say money order or cashier's checks as those are not normal methods of payment. These are listed because they are alternatives methods of payment. Please check with your manager if anything comes up that is not covered here. When it comes to payments please speak to MANAGEMENT only if you have any questions.

PERSONAL APPEARANCE OF EMPLOYEES

Dalworth Clean is a professional organization. Employees are expected to add to that professional image by their actions and attire. The professional image not only carries over on the phone but also is instrumental in exhibiting that professionalism to guest's touring the facility. The following is the official dress code policy for Dalworth Clean.

Employees are expected at all times to present a professional, business-like image. Employees should wear **ONLY** acceptable business attire. Professional attire for males includes suits, shirts with neckties, collared shirts, dress slacks, socks and shoes. Professional attire for females includes business suits, dress slacks or acceptably long skirts, blouses and shoes with backs. Dressy sandals may also be used (no flip flops or flip flops with heel. Shoe must cover as much as possible. Capri's may also be used as long as they are dressy, nice material. Business casual is acceptable and includes only the attire listed above. It does **NOT** include the following: jeans, sandals, t-shirts, athletic attire (including sweat pants and shirts) baseball hats, shorts, suggestive attire or any item that does not present a business-like appearance (unless authorized by the organization.)

Hair should be clean, combed, and neatly trimmed or arranged. Shaggy, unkept hair is not permissible regardless of length.

Sideburns, moustaches, and beards should be neatly trimmed. The remaining facial areas should be clean-shaven,

Tattoos and body piercing, including tongue piercing (other than earrings) should not be visible.

Certain employees may be required to meet special dress, grooming, and hygiene standards, such as wearing uniforms, depending on the nature of their job.

At its discretion, the Company may allow employees to dress in a more casual fashion than is normally required. If such a day is designated as "casual" day it includes **ONLY** the following variations of the normal dress code: Jeans (with no holes, stains or fraying), shirts with collars such as golf, polo or rugby style, blouses (excluding tube and tank tops)

Socks and casual footwear such as tennis shoes (clean and neat) and "sandal style" shoes (this does **NOT** include "flip flops"). Shorts may be worn on Saturday and Sunday **ONLY** if agreed to by the department manager.

Any employee who does not meet the standards of this policy will be required to take corrective action, which may include leaving the premises. Nonexempt employees will not be compensated for any work time missed because of failure to comply with this policy. Violations of this policy also will result in disciplinary actions.

Employee Discount

I have had a couple of people ask me about discounts for family members. The info below is the company policy on that issue.

Thank you!

New Guidelines on Employee Discounts: Effective 2-18-08

1. 40% discount off of regular price. This includes current specials and budgets service. Can not be applied to "Keep it Clean." Minimum charge will be \$39.95
 2. Not available during the peak season months of May and November.
 3. May be bumped from schedule if it turns out to be on a day when we are booked up.
 4. Good for 20% off for family members. Not for friends.
 5. Can be used no more than 4 times in one year.
 6. Jobs must be booked through Donna Kearns.
-

Call answering

For the last several weeks I have observed a couple of disturbing things when the call queue recording is going off. I have observed people typing letters and/or emails. I have observed this when the call has been in queue for OVER 2 minutes. I have also observed people typing notes on orders for OVER 2 minutes after hanging up AND the call queue recording is going off. Both Clark and James have also brought this to my attention. We have always operated on 1 sole principle – the client comes FIRST. Live clients become THE priority. I have watched as both sales AND service people are NOT on the phone but the queue timer has been on for OVER 2 minutes. While it is the Sales agents primary responsibility to answer the phone (and check to see if a call is in queue before going anywhere-the recording does NOT need to go off to answer a call) it is also the Client Service agents' responsibility to answer the phone as SOON as the recording is heard. WE have advised both sales and service agents to take more time with the clients to *relate, converse, and discover* more, which should result in less calls per agent, it doesn't mean to take more time between calls to reduce calls taken! Let's please return to a sense of urgency that puts our CLIENTS first!

Chapter 2: Computer Basics

Logging in and out of SERVMAN

- If your computer is set up for Windows start up, take the following steps to login to your computer:
 1. Type your login name into Novell, ENTER
 2. Type your password, and click OK
 3. Click on Servman from your icons

This will put you into the Servman program

- Now that you are into Servman, Follow these easy steps to continue:
 1. Select login from Utilities, ENTER
 2. UserId: type your login name, ENTER
 3. Password: type your password, ENTER
 4. Station: type your 3 digit station #, ENTER

You are now logged into the system and ready to book jobs!!

- To logout of Servman:
 1. Go back to Utilities, ENTER
 2. Select Exit, ENTER

You are now logged out of Servman

How to Use Utilities

- Utilities can be used for many different reasons:
 - Looking up customer information
 - Looking up ticket numbers
 - Check on scheduled jobs
- Select Utilities from the Order Entry screen, ENTER
- Search routine, ENTER
- Now you can choose what information to look up, ENTER

Trouble Shooting Guide

- Do NOT go backwards in the scheduling section of **air duct cleaning or Deflood** this will make you Fatal Error, you will loose all information that you have gathered in that section, you will have to CONTROL ALT DELETE and reboot the computer
- If you are trying to schedule a job and you can not, the only option is to book a lost appointment, look at the very bottom of the screen, it will usually tell you what you are lacking to book the job. Some common things forgotten are:
 - No Mapsco or 9999 in the Mapsco section
 - No rooms in the description line
 - No time booked
- If you still cannot schedule the job, try this, go to the date section of where you schedule the job, ALT C to go to the Cluster, ESC, re-pick the time you want and try to book again. This almost always works.
- If your computer freezes up and it seems like no matter what you do nothing is happening, just don't touch the keyboard for about 15 sec. Let it catch up, if it still does not do anything, CONTROL ALT DELETE.
- If you don't know what to do ask someone before you CONTROL ALT DELETE. This will be your last effort since you will loose all information.

Chapter 3: Residential Carpet

How to Book a Residential Carpet Cleaning Job with Customer Information

- To book a residential carpet cleaning when the customer has used us before or the customer is in our data system proceed as follows:
 1. Go to the New Order Screen located to the far left of the Servman Screen
 2. ENTER
- This will bring up a menu of:
 - New Order
 - Modify
 - Cancel
 - Reschedule
 - Rework
 - Utilities
- Select New Order, ENTER
- This will bring up a menu of:
 - Carpet Cleaning
 - Duct Cleaning
 - Restoration
 - Deflood
- Select Carpet Cleaning, ENTER
- This will bring up a menu of:
 - Residential
 - Commercial
- Select Residential Carpet Cleaning, ENTER
- This will bring up a screen entitled “Job area and Customer Information”
- You will find two fields in this are for information:
 - Zip
 - Customer

- Once you are in the Zip area:
 - Enter any 5 digit postal zip code (we usually use our own), ENTER
- This will put you into the Customer area:
 - If you know the customer's name enter it here, last name first, then first name separated by a comma, ENTER
 - EXAMPLE: JAMES, COURTNEY
- This will bring you to tow different areas:
 - Pricing
 - Customer
- Since you know the customer has used us before:
 - Select Customer, ENTER
- By Selecting Customer from this screen it will send you to:
 - Customer Information Screen
- Notice that there can be several customer's with the same name, you will want to make sure that you select the correct account (address) for the customer
- To retrieve Customer Information in the Customer Lookup area
 - ALT B
 - This will bring you down to where all customers with the name have use and their accounts
 - Select the appropriate address and information for the customer you are booking, ENTER
 - Choose the Cory Lee Ct. address for customer Courtney James
 - This account is now loaded into the system
- This is **VERY IMPORTANT**; you always want to retrieve customer information by ALT B, because it prevents double booking and having multiple accounts on the same address for the same person.
- You must then type CONTROL ENTER (you must hold down control while doing this) after you have selected the correct customer and their information has been brought up
- This will bring up the customers history with us. It will show every job they have done with us and when. ESC to get out of the history.

- This will now bring you into the pricing guide.
- To book a regular carpet cleaning, where the bar is RED, you will need to just simply ENTER
- This will bring up a long list of services, select Carpet Cleaning and ENTER.
- This will put you into the “Description” area
 - This is where you will enter the description of the rooms that they want to have cleaned. Make sure to separate the rooms with commas.
 - EXAMPLE: 3B, L, D, H
- NOTICE: The price is auto priced, so you will not have to manually figure the price
- You should now be in the tax area; most of our customers are not tax exempt; usually this only applies to non-profit organizations. Select YES, ENTER. Make sure that it says YES in this area, this means that we will charge them tax. All prices you quote are before tax.
- Now you should be in the SCD area, this is for the scheduling discount. ENTER through this section, select YES, and ENTER.
- You now need to go to PRICING OPTIONS, do this by using ALT P. This will allow you to select whatever package and price you have sold the customer.

EXAMPLE: Economy Package, ENTER

Arrow up or down to look at packages

- You will notice the specials that we are running will always be at the top of the list of packages.
- This will send you into the CLUSTER SCHEDULING area for this particular customer. This will show you all the jobs that we have scheduled as of right now for this customers area. You will notice distance, date, time and amount of the job. Always offer same day or next day service. If the customer wants for example next Thursday, look at the cluster schedule for that day, if nothing is booked in her area that day, just ESC. If something is booked in her area, arrow down to the day, ENTER. This will bring you to the schedule for that day. If an appt. is available it will say open, if not it will say closed. Select a time for the customer (EXAMPLE: 10-1). ENTER. Remember our arrival times are blocks of time; we can arrive any time in that span. Make sure that you use the words ARRIVAL TIME when talking to the customer.
- If the customer wants SAMEDAY SERVICE
 - For SAMEDAY SERVICE

- Call dispatch at ext. 277, tell them the Mapsco number and what city it is in. EXAMPLE: MAPSCO 96 ARLINGTON, FOR TODAY.
- For ALL OTHER DAYS, use the cluster.
- Method of Payment
 - Ask the customer, "Would you prefer to pay by check, cash, or credit card?"
 - If they say Check, ENTER on the method of payment line
 - Select Check, ENTER
- This will bring you to the ADVERTISING SOURCE
 - It is imperative that we get the correct ad source information. Try to get as much information from the customer so that we can accurately log where our advertising dollars are working.
 - ENTER at the ad source
 - ENTER on the continue line
 - Select the appropriate ad source by arrowing up or down. ENTER
- E-mail address
 - Please ask on every call for the customers e-mail address, this is important both to send a confirmation, survey, and future ads
 - Enter the customers e-mail address, ENTER
- Have you seen our website?
 - Y for Yes
 - N for No
 - ENTER
- Note: This is where you will need to enter any information that is pertinent to the job.
 - If you had to call dispatch to get a time, enter it here and who gave it to you. EXAMPLE: 10-1 PER KEN.
 - Any information that the customer gave you on special areas of concern. : EXAMPLE: JUICE SPOT IN H, PET STAINS, HEAVY TRAFFIC AREAS.
 - Any directions to the job, if no Mapsco was pulled up.
 - If the customer would like for us to call them 30 minutes before we get there. EXAMPLE: CALL 30 MIN B4
 - Any other information that dispatch or the tech needs to know about the job
 - Any special equipment we need to take to the job
- Remember the customer will never see the notes, however professionalism is key. Never enter anything derogatory about the customer or their job in the note field.

Not all our customers are in the best mood when they call us, however we need to remain collected even in the worse case and remember to be professional at all times.

- After you have entered all of your information into the note field you must CONTROL ENTER or you will lose all the information that you have entered into the note field.
- You will notice a SPECIAL field at the bottom of the screen, you do not need this for regular carpet cleaning, just ENTER
- This will bring you to the end of booking a job, it will bring up a final menu and this is your last chance to add or change any information before you finalize the job.
- ALWAYS go to the REVIEW section before completing the job, arrow down to review and enter.
 - This will allow you to look at everything that you have entered for this customer, including their address, all work to be done, and when the job is scheduled. Go over this; check the date, time, customer information, and make sure that the price you quoted is the price entered into the computer.
 - ESC when done reviewing the job
- To go back into the customer information go to CUSTOMER
- To go back into the pricing area go to ORDER
- To enter more notes or change any scheduling go to MISC
- When you are done with the job, to complete it go to COMPLETE
 - This will bring up a menu of
 - ORDER
 - LOST APPT
 - ESTIMATE
- To complete as an order, select order and ENTER
- This will give you a ticket # that you can use to track the job, write it down, it will help you later.

How to Book a Residential Carpet Cleaning Job without Customer

Information

- To book a residential carpet cleaning job without customer information, when the customer has never used us before, proceed as follows:
 - Go to the New Order screen located to the far left of the Servman screen
 - Enter
- This will bring up a menu of:
 - New Order
 - Modify
 - Cancel
 - Reschedule
 - Rework
 - Utilities
- Select New Order, ENTER
- This will bring up a menu of:
 - Carpet Cleaning
 - Duct Cleaning
 - Restoration
 - Deflood
- Select Carpet Cleaning, enter
- This will bring up a menu of:
 - Residential

- Commercial
- Select Residential Carpet Cleaning, ENTER
- This will bring up a screen entitled, “ Job area and Customer information”
- You will find two fields in this area for information
 - Zip
 - Customer
- Once you are in the Zip area
 - Enter any 5 digit zip code (we usually use our own), ENTER
- This will put you into the Customer area
 - Since you do not know the customer’s name, or you do and they have never used us before, if you the customer gave you their name, enter it last name, first name separated by a comma
 - If you do not know their name, just ENTER
- This will bring you to the pricing option
 - ENTER
- This will send you directly into the pricing guide
- Book through the pricing guide as normal
- Once you have sold package and selected the price it will send you into customer information screen
- Ask the customer all the appropriate questions
 - Last name
 - First name
 - Address

- Phone numbers
 - Email
- If you are typing in the address and no Mapsco pops up this can mean a couple of things:
 - The customer's address is not in our system
 - The customer lives in a new area
- You have to have either a Mapsco number or 9999 in the Mapsco area
 - Once you have all the other information
 - ALT S, this will bring up a menu
 - M, this will bring up some address and Mapsco number at the bottom of the screen
 - If the customer's address is here with the correct block numbers,
 - ENTER on the appropriate address to get a Mapsco
 - If the customer's address is not here, DELETE, this will put 9999 in the Mapsco field. You can now proceed to book the job.
 - You can look up the address in a Mapsco book and type it in the address field
 - If it is not in the Mapsco, you NEED TO GET DIRECTIONS from the customer and put them in the notes
 - REMEMBER you can not book a job without either a Mapsco number or 9999 in that field
- CONTROL ENTER
- This will bring you into the scheduling, schedule as normal

Blood Jobs

Blood could possibly be a biohazard issue. We can do most jobs but depending on the size may refer the client to a Certified Bio-hazard Franchisee.

Please confer with the manager and be prepared to relay the scope/size of the work.

Script for selling levels of Service

Greeting

“It’s a great day at Dalworth Clean, you’ve reached _____”

Customer - “I would like to get a route.”

“Great. I would be happy to help you with that. And who am I speaking with?”
(customer says name...) “Hi _____. How are you today?”

(Personal Relating Statement) – “Are you enjoying the sunshine as much as we are?”
Customer, “Yes. Its very nice.”

“_____, has Dalworth ever done work for you before?”
“Yes.” – Thank you very much for letting us serve you again. We appreciate it very much.. Could I get your zip code please?

“No” – Welcome to Dalworth! We appreciate giving us the chance to serve you. Could I get your zip code please?

Discovery

“What rooms would you like us to clean for you?” (Echo back the rooms they say)

“Are you noticing any traffic areas in those rooms, you know, walk-ways becoming darker?”

- a. “No.” - (Agent) “Good. Cleaning before those become noticeable is the best way to keep your carpet looking great the longest.”
- b. “Yes” – (Agent) “Which rooms do you see them in?” (customer tells you) “Okay, I’ll make a note of that for the technician.”

“Are there any spots or spills in those rooms?”

- a. “No.” – (Agent) “Very good.
- b. “Yes.” – (Agent) “Which rooms are they in?” (customer tells you) “Okay, do you know what they’re from?” (customer tells you)

[Based on the spots present, you may have to continue discovery, i.e. Pets, or qualify the procedure/results, i.e. Kool aid]

“How long has it been since you’ve had the carpets cleaned?”

- a. “Less then a year” – (Agent) – “That’s perfect for keeping your carpets at their best. Do you remember if all the furniture was moved last time?” [Address answer]
- b. “More than a year” – (Agent) – “Okay. We’ll do a great job for you.”

Qualification

Presentation

Transition Statement (based on discovery, this is an example)

“Since you mentioned that it’s been more than a year since you’ve had your carpets cleaned I’m going to start with the level of service that includes the edge and baseboard cleaning because dirt builds up there and that’s.....

[Important: Don’t pause here or the customer may interrupt, throwing you off.]

“...our Premium Service. It’s our first-class, top of the line service and the carpet is cleaned following the guidelines required by most new carpet warranties.

The process includes: pre-vacuuming the carpet, pre-treating all spots and heavily soiled areas and moving the furniture. While the furniture is away from the walls we’ll also clean the baseboards and clean the edges of the carpet, you know, where the dust accumulates. Once we’re done with the cleaning, we apply a deodorizer for clean fresh smell. Then to complete the work, we use our exclusive Quik-Dry process to help minimize the drying time and groom the carpet to remove any cleaning marks and footprints.

Finally, the Premium service comes with some unique warranties. First is our 1 year spot and spill warranty. Second is a 30-day satisfaction guarantee, and third is our OTG. The OTG means you pick a 1-hour time slot for us to arrive at your home and we’ll be there within that hour, guaranteed, or we deduct \$50 from the total. The normal price would be _____ but with today’s special the price would be _____. (*Don’t mention the OTG if they only have 1 room*)

Does that sound like the level of service you would be interested in? [SAY NOTHING, until the customer responds]

- a. “*Let me ask some more questions...*” (Agent – Answer questions and then ask closing question again)
- b. “*No.*” – (Agent) – “Okay,

“Next is our Standard level. Like our Premium Service, we still clean to the industry standards. It’s actually our most popular service because it includes everything in the Premium service except for deodorizer, edge and baseboard cleaning and the on-time guarantee. For the rooms you’ve listed the normal price would be _____ but with

today's special the price would be _____. Does this service sound a little better?" [SAY NOTHING until the customer responds]

- a. *"Let me ask some more questions..."* (Agent – Answer questions and then ask, "Did you want to go with the Standard service today?")
- b. *"No."* – (Agent) – "Okay,

Finally we have our Economy Level, which is just a basic cleaning of the open areas of each room. It includes pre-spotting and pre-conditioning of the open areas, however, we would ask that you vacuum beforehand. Drying fans are not used, but the drying time should be no more than 4-6 hours. It also comes with a 10-day guarantee.

The Economy service normally would be _____ but with our special today the price would be _____. Would you like to schedule the Economy or standard level of service? (Say nothing and get commitment)

By the way I did want to mention that we have a dry steam cleaning process. It is a process where we use a special machine that leaves your carpet dry enough to be ready for immediate use. We can do areas as large or small as you would like. Did you want me to have our Franchisee/technician give you a quote while they're out there?

If "Yes"-Specify areas and put on order as in home inspection.

(Since we present a lot of information at one time is it important to conduct a complete recap on ANY level of service scheduled)

Specific Items for Levels of Service

On Time Guarantee

Available on any job that has at least **2 rooms** of Premium Service. Enter "ANY" for the time.

Dry-Steam Promise

We promise that when the technician leaves the job, the open areas of the carpet will be dry enough for immediate use.

Spot & Spill Warranty

With any level of Service, you are qualified for our 1-year Spot & Spill – Keep It Clean program. This means you may use our service to touch up any spots in any of the rooms we clean at a greatly reduced price, anytime over the next year.

Edge Cleaning

If during discovery the customer tells you they have dark lines along the walls then edge cleaning may be important to them. Explaining what causes this will help them see the value in edge cleaning.

Small amounts of air can move beneath walls, or under doors that touch the carpet. As the air passes through the carpet, the carpet acts like a filter and filters out the dust and other soils from the air. Over time, a dark line will form along walls, around stairs and beneath doors that are usually closed. These lines are called filtration soil and are very difficult to remove. The best way we've found to improve the chances of removing these lines is to clean the edges, which is part of our Premium service.

Upholstery estimates-pet treatment estimates, tile cleaning- reworks.

I have reviewed tickets for these types of jobs the last 2 days. I am alarmed to note that we are not putting ANY info on the ticket that allows the technician to understand what they are going to quote. It also affects the technician's rate of pay. If they sell any more than the areas/items listed on the ticket, they get an increased rate of commission for their ability to up sell at the site.

Our commitment needs to be to give the technician info that will allow him to understand the scope of the job prior to his arrival. Simply listing the areas of items to be inspected can do this. I.e. In home inspection, sf, ls, ch, etc. we also need to commit to giving the technicians EVERY opportunity to earn extra income for their sales abilities.

Please begin doing this IMMEDIATELY. I have asked dispatch to audit this to ensure we are giving the technicians every possible advantage to increase their sales and understanding what they are "walking into".

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Please begin doing this IMMEDIATELY. I have asked dispatch to audit this to ensure we are giving the technicians every possible advantage to increase their sales and understanding what they are "walking into".

“Busy Close” Jobs

From this point forward I would like for you to enter a “BC” in the special section of the miscellaneous screen (the very last box on the screen) when you use the “Busy Close” to book an order. It is imperative that we do this so we can start to track cancellations as a percentage of these types of closes.

Also it is a MUST that YOU call these orders BEFORE we go out to service them. We are experiencing a rash of orders with clients saying they “just wanted a price” or “didn’t schedule an appointment”. This is a waste of a potential real client spot and we have wasted several technicians time spending them out for no reason (we have even cleaned a house free).

When you do call these clients to confirm their appointments (2 days before the appointment) please note that date AND time you spoke to them to verify the appointment. Jenny has a tracking sheet. Please turn ALL sheets in to me at the end of EVERY week- WITHOUT FAIL. I do not want to have to seek them out, so at the end of every week I will expect these sheets to be in my IN bin on my door.

If you “Busy Close” for the next day you MUST call and reconfirm prior to leaving. As we asked earlier, if you haven’t contacted the client prior to leaving PLEASE give the info to someone else (please note who you gave it to) and ask that they help you (as we will all do for each other).

Regarding the wording when using this close: Do NOT tell a client, “If you want to call and cancel that’s ok, there is no obligation.” I have heard this (and other similar statements). As discussed earlier, we must tell the client, “ I have saved you a spot. If something changes, like you need to change the level of service please call me directly. Unless I hear from you, we will be out on (restate time and date).”

When I truly appreciate the effort being put forth to use this close we bear the ULTIMATE responsibility to “firm” up our sales. It is TOO EXPENSIVE to send technicians to non-paying jobs. Please begin this IMMEDIATELY! Thanks for your cooperation.

On Board Water trucks

Effective immediately we are going to implement a service charge to send out a truck with on board water. As you are aware we send these trucks to residences that either don't have access to water or the water has been turned off. These are specialty trucks and we only have a few people that have this feature on their trucks (As always you may try to recommend that they speak with their neighbor prior to telling them there is a service charge.)

Because of these reasons we are going to charge a \$30.00 service charge for this service. Please select "On Board Water" from the lists of services in the order detail section and then type in "W" (stands for water) and the price of \$30.00 will be automatically entered into the price area.

You will need to call dispatch to schedule, since only a few trucks have this feature.

As I said this is effective immediately. If you have any questions or don't understand please see me immediately.

Accounting: the technician is to receive **100%** of the service charge for the on board water charges until further notice.

Cc: Clark Lovrien

Chapter 4: Air Duct Cleaning

How to book an Air Duct Cleaning Job

- Go to New Order Screen, ENTER
- Select Duct Cleaning, ENTER
- If you know customer information, go to customer, if not go to pricing
- Enter on the type line, select VENTS, ENTER
 - You will need to enter the number of vents followed by a V
 - EXAMPLE: 10V
 - Duct cleaning is auto priced; select Yes on Tax and Scd.
- ALT INSERT, to create another line, ENTER
 - Select MISCELLANEOUS
 - This will allow you to enter the system cleaning, if you have sold it to the customer
 - Enter number of systems in the description line followed by SYS
 - Systems are not auto priced they are \$80 per unit, you will need to enter the price, EXAMPLE: \$160 for 2SYS
- ALT INSERT, to create another line, ENTER
 - Select MISCELLANEOUS
 - This will allow you to enter for microbial treatment and anti-allergen treatment, if needed
 - Neither are auto priced

- ALT P
- If there is a special that needs to be applied
 - ALT S
 - Select special, to activate the special change F to T
 - CONTROL ENTER
 - Select correct price, ENTER
- Enter all customer information, CONTROL ENTER
- Schedule as normal
- Complete job as usual

Duct Cleaning Packages

Premium level of service: Cost \$35.00 per vent. This level includes the following services:

- 1) Video inspections (both before and after). This will be done in 2 vents of the client's choice and the return
- 2) Duct cleaning- entire length from grate to plenum (describe cleaning process)
- 3) Dryer vent
- 4) Anti-microbial treatment
- 5) Ant-allergen treatment
- 6) 30 day satisfaction guarantee
- 7) If client refuses service because of video inspection- \$99.95 due

*****A) Present unit cleaning- no guarantee if it is not cleaned*****

*****B) Move breakables off furniture under the vents being cleaned*****

Standard level of service: Cost \$27.00 per vent. This level includes the following services:

- 1) Video inspection before and after cleaning. This will be done in 2 vents of the client's choice and the return
- 2) Duct cleaning- entire length from grate to the plenum (describe cleaning process)
- 3) Anti-microbial treatment /or anti-allergen treatment
- 4) 30 day satisfaction guarantee
- 5) If client refuses service because of video inspection- \$99.95 due

*****A) Present unit cleaning- no guarantee if it is not cleaned*****

*****B) Move breakables off furniture under the vents being cleaned*****

Economy level of service: Cost \$21.00 per vent. This level includes the following services:

- 1) Duct cleaning- entire length from grate to the plenum (describe cleaning process)
- 2) 30 day satisfaction guarantee
- 3) Video inspection before and after cleaning-additional \$99.95

*****A) Present unit cleaning- no guarantee if it is not cleaned*****

*****B) Move breakables off furniture under the vents being cleaned*****

All service levels still have a 10-vent minimum.

The keys to selling these different levels are going to be the questions asked in the discovery phase. The following questions need to be asked on **EVERY** duct call:

- 1) Have the vents ever been cleaned?
- 2) Are there pets in the home?
- 3) Does anyone in the home have allergies, dust sensitivity or respiratory problems?
- 4) Is this a new home (if not) How old is your home?

As with all presentations-begin with PREMIUM level.

Duct Script

Client: I would like some information on duct cleaning.

Agent: No problem. I would be more than happy to help you with that. Who am I speaking to?

Client: This is Ferd Nerdlinger.

Agent: Hello Ferd. Have you ever used Dalworth before?

Client: No, I have not.

Agent: Well, welcome to Dalworth. How are you doing on this cold(hot, rainy) day?

Client: I'm doing great.

Agent: Good to hear that. Let me ask you a couple of questions. How long has it been since you've had your ducts cleaned?

Client: I've never had them cleaned before.

Agent: How old is your home?

Client: 6 years old

Agent: Oh, it's probably time to get them cleaned and we'll do a great job. Do you have any children or pets in the home (GREAT CHANCE FOR RELATING HERE-WHICH YOU MUST DO)? Does anybody in your home have allergies or any other respiratory issues?

Agent: If answer is NO-oh good. I always ask because that really makes life a lot more difficult.

Agent: If answer is YES- I'm sorry to hear that. I'm sure you'll find that cleaning the ducts will make a big difference in the air quality in your home.

Agent: Let me ask you, counting your RETURN vents, how many vents do you have?

Client: Oh, I am not sure -OR- I think it's 12 or 13.

Agent: (This next part comes no matter what their answer above is). May I ask the square footage of the house and how many blower units that you have? The blower units are either in the attic, a closet, or the garage. Some people call them furnaces but I don't mean the condenser unit that is outside.

Client: Our house is 2,700 sq. ft. and I have 2 blower units.

Agent: Great! With the sq. footage and 2 units I am going to estimate the number of vents in your home. I estimate that number to be (use your sq. ft. chart) X. I do want to point out that I am estimating but the technician will do a final count. If the number of vents is more the price will go up. If the number of vents goes down, obviously the price will go down. Since you've never had your ducts cleaned I am going to start with our premium level of service and that level includes ...and the cost is \$\$\$\$. I also need to mention that you also need to get your 2 blower units cleaned because they are blowing all the air and if they're dirty, the air they blow through the vents will be dirty as well and obviously, will get the ducts dirty again. When we clean the blower units we clean the following...and the cost is \$160.00 or \$80.00 per blower unit. Does this sound like the level of service you are interested in?

Client: No, That sounds way too expensive!

Agent: I understand but that is our top of the line duct cleaning. I do have another level of service called standard and that level includes...Does this sound a little better?

Client: That's still more than I wanted to spend.

Agent: I understand. Let me tell you about our economy level of service. That level includes...would you prefer the standard or economy level?

After the job is scheduled, the following is the recap:

Agent: Let me briefly review what we've discussed. We'll be coming out to (state address, phone numbers, date of service) to perform (state level of service). What we'll do is video inspect 2 ducts of your choice and 1 return before and after the cleaning (if package requires), remove the grates and hand clean them etc.(describe service in detail – including PRICE).

I did want to remind you that the pricing we gave you was based on the number of vents we estimated. If there are more vents we will adjust the price up by (state price per vent for the level of service we are performing i.e. \$27.00 per vent). Of course if there aren't as many vents as we estimated we would reduce the price by \$27.00 per vent. Do you have any other questions?

Client: No, you've been a big help.

Agent: Well, thank you for choosing Dalworth and we look forward to serving you. My name is (agent name) and let me give you my direct line so you can call me if you have any other questions or concerns. My direct line is 817-355-8633 ext. XXX. Have a great afternoon/morning.

Why should air ducts be cleaned?

Studies have shown that indoor air can be two to five times more polluted than outside air. Most disposable filters remove about 10 percent of the pollutants allowing 90 percent to enter the air system, even during the construction of a new home. The pollutants contain dust, pollen, mold spores, animal dander and much more. These materials collect in the furnace, air conditioner and duct surfaces, just as they do on the furniture and floor surfaces. The furniture and floor are cleaned regularly but the duct surfaces are hidden from view and can only be reached by specialized duct cleaning equipment. These pollutants can migrate out into the room again, or become a food source for mold and bacteria, which can thrive in this dark comfortable environment from high humidity or moisture from the air conditioner or humidifiers. Biological growth can release mold spores or toxins into the air system.

How can mold grow in a duct system, and what problems can it cause?

Mold spores require a stable temperature, a food source and moisture to live and reproduce. Dust and dirt that go through the filter are a good food source. The furnace/air conditioner is designed to maintain a comfortable temperature, and moisture is available from humid conditions in the environment, the humidifier in the furnace or the cooling coils in an air conditioner. Live molds can release spores that will trigger allergic or asthmatic reactions, sometimes severe, in about 10 percent of the population. Mold, both living and dead, can produce toxins that may cause short-term allergic reactions. Long-term exposures to low levels of some mold toxins can result in permanent chemical sensitivity to common compounds in the environment.

Will a dirty air system result in higher energy costs?

Depending on the amount of contamination and its location, energy consumption could be increased. If the fan blades, evaporator coil or other control components of the system are heavily contaminated, the system may have to run much longer to cool or heat the occupied space, wasting a lot of energy.

Which parts of the air system should be cleaned?

There are three major parts to an air system: the supply and return grills; and the furnace/air conditioner, Air handler. All three components must be cleaned. If only one or two of the components are cleaned, contaminants from the third component will rapidly contaminate those that were cleaned.

How often should I have my air ducts cleaned?

Once an air system is thoroughly cleaned, it should remain clean for 3 to 7 years if properly maintained and a high-arrestance filter is installed. A standard disposable filter only stops about 10 percent of the airborne contaminants, allowing 90 percent of the dust in the room to flow back into the air system. To maintain protection against biological

growth, an EPA-registered biocide should be applied every six to 12 months by a qualified duct-cleaning professional.

What are the sources of air-duct contamination?

All inside air was once outside air, so all of the dust, chemicals, pollen, insects and mold spores in the outside air can be pulled into the air system. People shed millions of tiny dead skin cells every hour. Cooking, smoking, household insect sprays, personal care products are also a source of pollutants. Many construction materials, carpets, wood products and plastics give off pollutants as well. During construction or remodeling activities, many types of dust are produced and find their way into the duct work. If the duct components were stored outside prior to construction, they may have collected dust, rainwater and even mold before they were installed in a system.

What does it cost to have a whole air system cleaned?

This can depend on a lot of factors, such as the size of the home, the number of supply ducts, how long since the ducts were cleaned, etc. The whole system should be cleaned and a more efficient filter installed to keep the system clean longer. A competent duct-cleaning company would not be able to do this for less than \$200 for a small home or \$800 for a large home.

Duct Cleaning
*****Always Call Dispatch for a Time*****

1100-1600 sq. ft. approx. 1-10 vents 1 unit – takes 1.5 hours

1700-2200 sq. ft. approx. 11-15 vents 1-2 unites – takes 2 hours

2300-2700 sq. ft. approx. 16-19 vents 1-2 units – takes 3 hours

2800-3200 sq. ft. approx. 20-25 vents 2-3 units – takes 4 hours

3300-3700 sq. ft. approx. 26-30 vents 2-3 units – takes 5 hours

3800-4200 sq. ft. approx. 31-35 vents 3-4 units – takes 5 hours

4300-4700 sq. ft. approx. 36-40 vents 3-4 units – takes 5.5 hours

First, the technician will gain access to the ducts by either removing the vent covers or the plenum. (If the vent covers are removed, they are washed before they are put back in place). Next, he will clean the full length of the duct from the opening to the plenum or visa-versa pulling all the debris into our vacuum. Then the vent covers are put back in place.

Cleaning the unit includes:

Cleaning the coils in place with a coil cleaner

Cleaning the blower assembly

Cleaning the squirrel cage

Cleaning the drain line and a pan

Anti-microbial: products designed to destroy or inhibit the growth of microorganisms and especially pathogenic microorganisms. **Pathogenic organisms** are life forms that cause human disease.

Sanitizers are agents, which provide a significant reduction in the level of harmful bacteria

Anti-allergen: product with a formulation proven to denature protein allergens on contact.

Chapter 5: Oriental Rugs

How to Book an Oriental Rug

- Select New Order, ENTER
- Select Deflood, ENTER
- Enter zip code information
- If you know the customer information go that route, otherwise go to pricing
- Once in the pricing screen, you will need to select Oriental/ area rug, ENTER
- In the description line you will need to enter the size of the rug
 - EXAMPLE: 9x12
- ENTER
- Leave the amount as \$0.00, ENTER
- Select Yes through the Tax and Scd. Areas
- ALT P, make sure the price reads \$0.00
- ENTER
- If you do not already have the customer information, get it now and CONTROL
ENTER
- Schedule as usual
- Make sure to call restoration and ask for a time and day to pick the rug up
 - Make sure that you tell them the Mapsco and size of the rug, so they can
send a truck of the appropriate size
- Once you have scheduled the job, ENTER through the Source of Flood and
Referred to Restoration fields

- Ask for a method of payment: REMEMBER – the customer does not pay until the rug is delivered
- Put any notes in the note field, CONTROL ENTER
- In the Special Area, enter “OR” this will allow you to get p aid for the rug.
- ENTER through Call Origin and Phase.
- Complete as a normal job.

Oriental Rug Script

Agent: It's a great day at Dalworth, you've reached _____ how may I help you?

Client: I was calling about getting my rug cleaned.

Agent: Great, I would love to help you with that, and whom am I speaking with?

Client: Rick

Agent: How are you doing today, Rick? (Use relating statements)

Discovery

Ask for job description- is this a wool or an oriental rug?

SAMPLE QUESTIONS:

- 1) Are there any spots/stains you are concerned with on the rug?
- 2) Where did you purchase or get the rug?
- 3) Find out how long client has had the rug, or if it has been in the family for a long time.
- 4) Have you had this rug cleaned before? Which method of cleaning have you had one to it?
- 5) Is there a lot of color in the pattern of the rug?

Use discovery to find out if the rug holds personal or monetary value.

Script

Step One: Dusting

the first step of our system is to "dust" the rug, also referred to as "Air Washing". In this step we remove dust and particulate matter trapped deep inside the fiber of the rug. Using specially designed tools and compressed air we can achieve astonishing results. This is important because the combination of traffic and dry soil create a "Sandpaper effect" on the fiber.

More effective than conventional methods of dry soil removal like vacuuming, shaking or beating, our dusting process has the additional advantage of being very gentle on the rug.

Step Two: Wash and Rinse

Next we do a 24-hour color fastness test to ensure no colors on your rug will bleed or fade. With our system the wash and rinse steps are done in a wash pit that simulates a flowing river. Water enters the pit at one end and exits at the other providing a continuous flow of water. The rug is completely submerged in the wash pit. Mild "ph neutral" cleaning agents designed specifically for high protein fibers like wool and silk are massaged deep into the fiber. The continuous flow of soft clean water removes the contaminants that are released from the rug. Rugs with special problems like pet urine may be kept in the pit for extended periods of time in order to completely flush the contaminants from the fiber. This cleaning process lasts until the water coming out of the basin is completely clean.

Step Three: Final Rinse

your rug is then removed from the wash pit and it is given a final "Soft" water rinse.

Step Four: Drying

Drying occurs quickly using mild heat, airflow and gravity. During the drying process compressed air is also used to "fluff" the fibers giving the rug a luxuriously soft "hand".

Step Five: Grooming the Fringes

next the fringes are finished and groomed. We hand comb the fringes paying special attention to detail here making sure that the fringe pays its full compliment to the beauty of the rug.

Step six: Final Inspection:

The last step is to closely inspect the rug to make sure the desired cleaning results were achieved. If the results fail to meet our very high expectations we don't hesitate to repeat any steps of the cleaning process that may be required.

Your rug is insured the entire time we have it, and we take payment at the time of your delivery. The price per rug is only \$3 per square foot.

Closing

Ask client if they need the rug back a certain day or time or for an event.

- 1) We can have crews in your area today that can pick up your rug.
- 2) We can save you a spot for pick up to ensure we can waive the pick up and delivery fee.

Completing the sale

- 1) Complete the sale.
- 2) Ask for ad source.
- 3) Recap order
- 4) Sincere thanks and appreciation of client's business.

Fighting for the Sale

- 1) Refer client to the website so they can pull up the video to actually see our state of the art facility.
- 2) Present value statements:
 - i. State of the art facility: Cleaning process will get the rug as clean as it will ever be.
 - ii. Each rug is cared for by certified and experienced rug-cleaning technicians.
 - iii. The cleaning process is designed for the cleaning of the fine wool or oriental rugs.
 - iv. Explain some of the bad effects of steam or dry-cleaning these to the client.
 - v. We know the price is high but the cleaning process and care of the rug goes above and beyond any other company.
 - vi. Must get add source and definitely refer the client to the website again.

Grayson County Oriental Rug Procedure

I am pleased to announce that we will now serve the Grayson county area for oriental rugs service. Please note the following pricing structure and booking procedure.

\$3.50 per square foot

\$59.95 pick up/delivery charge

30 day turn around

To schedule book like any other rug and let the rug department know. However, you must get your pick up time and date from dispatch. Make sure this information is in the notes and the person's name in dispatch you spoke with.

Thanks in advance for your help.

Order entry info and Oriental rug info

- 1) As you may be aware Jennifer Reinhardt worked in dispatch Thursday and noticed a grace lack of accuracy on our order entry information. The most noticeable was a lack of Mapsco #'s and directions when the Mapsco wasn't available. This is totally unacceptable as directions or Mapsco numbers are CRITICAL to getting the technician to the job in a timely fashion. If there is no Mapsco # you MUST have directions in the notes – WITHOUT FAIL.
- 2) From this point forward you must also have 2 contact phone numbers on every ticket if at all possible. James has worked in dispatch today and indicated that confirmations would be much easier if we had 2 numbers- home and cell. When you ask the client all you need to say is, "Could I get an alternate number in case we cannot contact you at your home phone?" I have been asking this all day and have gotten secondary numbers on the vast majority of my orders ANYTHING we can do to help dispatch AND the technicians a MUST. Accuracy in order entry is imperative as YOU are the beginning of the communication cycle between dispatch, technicians and clients.
- 3) Per Cody in restoration: The technicians who pick up Oriental rugs CANNOT quote the repairs on site. The rugs MUST be brought into restoration so that the repair estimate can be given. Please do NOT tell clients that the pick up technician will quote Oriental rug repairs.

As you all know we are the first link in a smooth and valued transaction with our clients – INTERNAL and EXTERNAL. Let's do our best to be as ACCURATE as possible with our information.

Thanks in advance for your attention to these MOST IMPORTANT issues.

Rug pick-up verification

Just a reminder: when you call restoration for a pick up date please put the name of the person who authorized the pick up date. This will ensure that we are, indeed, working with restoration to maintain their schedule integrity.

Cody said that there were too many jobs for Thursday pick up and just asked if we would remember to verify with a name in the notes. While I realize it was extremely busy we still need to work in conjunction with restoration.

Thanks in advance for your attention to this issue.

Chapter 6: Marble

Marble Inspections

Effective immediately do **NOT** tell clients that have a marble inspection that we will be prepared to do the job that day. This will probably **NOT** be true as we have several technicians who can quote but then they need to make arrangements to get the equipment to do the work. This has been an irritant for our clients when the technicians go to the estimate and then can't do the work that day.

Again, do **NOT** tell the clients that marble estimates will be done that day.

Marble jobs and standby tickets

1. Marble jobs: please print out your marble tickets and take them to dispatch so that they can post them. This will be a GREAT help in planning the marble estimates. Please begin doing this today.
2. Standby tickets: it is VERY IMPORTANT that we try to use the standby options on all lost appointments. It would not only benefit you as it could result in more conversions but it could GREATLY benefit the company as it could lead to fill in work for those days that we are not overloaded with work. Instead of sending technicians home early we could call through the standby tickets and keep the technicians busy. It is also beneficial to the clients as they can have a 15% discount for agreeing to the standby option. This is a program we have discussed on several occasions and have had very little success due to not asking. Whenever a client agrees to the standby option please print a ticket and give it to me so that I may record it and take it to dispatch. For the next month I am making this offer: whoever has 60% of their lost appointments as standbys I will pay \$ 25.00 after November 4th. I will randomly listen to these to ensure accurate representation and for verification let's get in the habit of asking ALL lost appointments. The worst the client could so is say no. Remember: NOTHING VENTURED- NOTHING GAINED!!!!

FOLLOW UP ON ESTIMATES

- 1) Technician includes detailed information and pricing on all estimates. Record info on estimate paper work.
- 2) Accounting will make a copy of all estimates turned in; this includes estimates given along with other work being done.
- 3) All copies of the estimates will be turned into designated Sales agent (Jenny Davis). We will log the date we receive the estimates from accounting. We will then figure out which agent scheduled the estimate, what type of work needs to be done and the dollar amount of the estimate.
- 4) All information about the estimate will be reviewed. All estimates will be tracked and logged. Once we receive a copy of the paperwork (which may include tickets), the following information will be entered into a spreadsheet: date received from accounting, type of service, cost of service, ticket number, the agent who scheduled the estimate, the date assigned to the agent, the follow up due date, and the end result of the follow up.
- 5) Once the estimate is assigned the agent will have 2 days to contact the client and try to convert the estimate. Agents must include the final result on the paperwork. This includes if the client converts the estimate, was not interested, or went with another company. Agents must note reason why they were not interested or why they went with another company, this includes trying to get pricing information. Designated Sales agent will track and follow up with each agent on the due dates to collect the estimate outcome and log the information.
- 6) We will keep a file, categorized by agent name, of all of the copies of the estimates turned back in by the agents. The paperwork for estimates will stay in the file for 30 days and if a client calls back and wants the service done, we will have all of the information available.

If paperwork is not being turned in by the technicians properly or not at all, or if there is a reason the sales agents can not turn in the result of the follow up on the scheduled due date please see Rick Maloney.

Chapter 7: Data Entry

Data Entry Standards/Accountabilities

As data entry agents (both sales and service) we are accountable for near perfect accuracy for the client information we enter. This information is used in several ways.

- 1) Evaluate the number of clients we have. This is used to understand our acquisition and retention success.
- 1) Mailing lists/phone programs- we will use this list to mail and call current and past clients in an effort to improve our revenue per client or to reactivate past clients. The offers, phone programs, and mailing will be based on the value of the client. We measure this by how recently they've contacted us, how frequently they contact us and how much they have spent. If we are creating multiple accounts due to misspelling or misinformation we are changing the clients' status and potential for these programs.
- 2) E-mail information- inexpensive way to send offers and information to clients and past clients.
- 3) Phone information – we use this information to confirm and to also call lost appointments, cancellations, and anniversary leads. We will be calling current valuable clients. We will also call to reactivate clients.

As you can see accuracy on ALL of the information you enter is crucial for ALL the uses listed above. Therefore it is our responsibilities to not only enter the information accurately but to confirm and correct any information that has been entered in the past. The following are the steps we will take in the future to confirm accuracy of information.

There is one fundamental difference that we are changing immediately. We need for you to ask the client if they've ever contacted/used Dalworth before (after you relating statement). If the answer is yes please get the information necessary to pull up their account by saying, "Welcome back. If I could get your zip code I'll pull up your account." Do NOT attempt more than once to get their information. If it doesn't come up with the zip and their name just say, "Well, no problem. I can pull it up later. How many rooms are we going to clean for you today?" If the answer is no, welcome them to Dalworth and ask how many rooms we are going to clean for them.

Fields:

- 1) **Name:** if no name please ask the client to spell their name (or if you spell it use phonetics i.e. S as in Same, F as in Frank, D as in dog, etc). This is to be done on **both first and last name**. If there is already a name in the system please ask to

confirm the spelling of the name using the above procedure. This is **CRITICAL**. As you are aware accuracy has never really been a key focus. We are changing that now! There are too many times clients cannot be found due to misspellings. This leads to setting up new accounts for existing clients as well as poor image when we can't find them in the file and they insist that they have done business with us before. It is also a poor image if the information is spelled correctly on a mailing. Clients take the misspelling of their name very personally. *Coincidentally, while I was typing this I took a client service call and couldn't find the client. This was their second order and see if you can guess why I couldn't find him. As a matter of fact, he even told me that it bothered him to see the error in the info.*

- 2) **Address:** We are to ask the client to spell the name of their street using the phonetic process described in the name section above. We are to also ask (if it sounds like a compound name, i.e. Willow Bend, Timber Creek etc.), if it is one or two words. You should pay VERY close attention if the spelling they provide for you do NOT bring up their Mapsco page number. This should be a "red flag" and you should investigate further. This is a HUGE area of concern. If you do not spell the name correctly the repercussions are obvious. Apartment numbers go into the "UNIT" field (not the second address field). Apartment complex names should go into the notes only. Mapsco numbers should only be put into the notes. NOTHING should go into the second address field.
- 3) **Phone number:** We are to get 2 phone numbers for each client. The second number is to be the cell phone if at all possible. The cell number should be entered into the business phone field unless it is the only number given. If we do not get a business number and are given an extension enter the extension in the "EXT" field. Please **ASK** the existing clients for their phone number. Do **NOT** just read the number back to the client except when recapping at the end of the order. Then we **SHOULD** read the number back as part of our recap/verification process to complete the call. Clients do NOT pay attention when sales people are reading things back to them. They are doing other things. I have listened to countless calls in which the client mumbles an "Uh-huh" only to complain later that we did not get the right phone number. We need to INVOLVE the client by asking them to give us the numbers! *As a matter of fact I had to play a call to a client on 2/1/05 so he could hear that he mumbled "Uh-huh" as our agent read off the number (that the client has given the agent) during the recap. He had asked for a discount but when I played the call he apologized saying he should have paid more attention because he wanted the agent to call his cell phone.*
- 4) **Email address:** This can be entered in 2 different places-
 - A) In the email field on the customer screen.
 - B) In the email field in the miscellaneous area (use phonetic spelling on these also).

This issue of accuracy is so critical that we are going to listen for this as well as your call quality. While it is not part of the call grade it is a major accountability and a key performance expectation.

Data Entry Rules and FAQ's

Q: What do I do if the last name is the same and the first name is different? (same address)

A: Inform client that we have a different name on file and verify with them what the name is, what the relationship is and that the spelling is correct. Change only if the client requests. Do NOT create a new file just because the first name is different.

Q: What if the client gives their name as Mr./ Mrs. Smith? Should I set up the account that way?

A: No! Once we are setting up the account ask them for their first name. If it is a lost appointment and you see that it says Mr./ Mrs. Smith, please ask the client for first name (in order to set up the account)

Q: If the client gives me both of the husband and wife's names when I am setting up their account is it OK to use both?

A: No! Tell client that we can only enter once name and which name would they prefer to be on the account.

Q: What if I find a duplicate account?

A: Print a copy of both accounts- note the reason they are duplicated and note which account is the original. Turn into Jammie Reed.

Q: What if I can't understand the letter or spelling the client uses?

A: Phonetic spelling will solve 99.5% of any communication problems. For example: Anish Horouk – is that A as in apple, N as in nice, I as in Ice, S as in Sam, etc. By the way, this works for street names as well.

Q: If it is the same customer but a new address can I just change the old address?

A: Yes! You MUST change the old address to their new address (unless this is a rental property). To find out if is a rental property you must ask. We are marketing to CLIENTS not addresses so we want to maintain the CLIENTS buying history.

Q: How do I tell if a street name is one or two words?

A: Pay attention and ASK! You must recognize when a word is compound word (as a matter of fact, what is compound word?)

Q: If a client gives their name, as Dr. Smith should I put Dr. in the name field?

A: Yes. Always use it if they give it to you but always get the first name to go with their title.

Q: If there is an existing record for a client may I read all the information back to them so that they can verify it?

A: NO! Always start by asking the client to give you information so that YOU can check the information for accuracy. It should be approached as if there is no information in the system. It is understood that a client is NOT paying attention to you when you are

reading information to them. They will assume we have it correct. That also means that when you find the account you CANNOT say "Do you still live on Jones Street?"

Chapter 8: Scheduling

Capacity management and areas with service charges

Effective immediately we are to use the scheduling screen for ALL appointment issues unless the order is a same day order. This screen is to be used, of course, in conjunction with the cluster schedule.

On occasion dispatch may request us to call them prior to booking a next day but that will NOT be the case normally. Do NOT call dispatch if the time you want shows closed, as they cannot know what will happen in the future. Use the scheduling screen. One goal of this program is to eliminate calls to dispatch.

In the event that you get an order in an outlying area, please use the scheduling screen to determine what day we will be in that area. You must still use the cluster and scheduling screens. Please DISCARD your current "outlying area/service charge" list. Some areas that were outlying areas are no longer categorized that way and some that were not are now classified as outlying. The way to tell is as follows: when you pull up the scheduling screen you will notice that the whole week is closed with the exception of one day. The day that shows open is the day that we will go to that area with \$10 service charge. If you schedule any other day there is a \$30.00 service charge. There are NO longer variable services charges. If we charge a service charge it is a flat \$30.00. if the client complains, remember, there is a \$10 service charge for the day we will be in that area.

The plain, simple, fact is if the time shows closed it is INDEED closed. No ifs, ands or buts. Do NOT book into a closed time, as we cannot control our capacity if you are not following the schedule. If it is a very good client or a very large job, see Clark or me for any exceptions.

IF YOU HAVE ANY QUESTIONS ABOUT THIS PLEASE SEE ME IMMEDIATELY.
THIS IS (AND HAS BEEN) EFFECTIVE IMMEDIATELY.

Cluster Scheduling 101

Howdy, ya'll. As a reminder, we would just like to stress the importance of using the cluster schedule while booking orders.

Here's why everyone benefits from the cluster scheduling....

#1. Cluster scheduling allows dispatch to create not only more desirable schedules for technicians, but it is also more economical for the company (not to mention that saving gas helps the environment.... Always a plus)

#2. Cluster scheduling also saves many headaches for dispatch, since they're not scrambling to find techs to go from point A to D to Z, when it could have been just A to B to C.

#3. Cluster scheduling benefits you, as a sales person. Tighter scheduling creates more openings... thus allowing for more Same Day opportunities!!! (And we know this boosts conversion!)

#4. With the busy season coming up, it is imperative that we turn down the least amount of jobs possible. This can ONLY be done with tight scheduling. Pretty soon, our clients will be begging us to help them.... The tighter our scheduling is, the more clients we are able to help. This of course, means higher conversion rates along with higher dollars booked.... Always a plus!!

Only call dispatch for same day service, and next day when needed. You may also call dispatch for OTG'S service in outlying areas, specific tech request, etc. (those same rules still apply)

In closing... if you would like pointers on how to use cluster scheduling, please see Jennifer Reinhardt, as she has graciously volunteered to help those in need.

Remember.....

Do the Cluster!

Standby program

This is reminder to VIGOROUSLY pursue the standby program for your lost appointments. We told everyone about it last week and we need to continue trying to ask lost appointments if we can put them on a standby program.

As a reminder it works like this:

Person says they'll let us know or they're checking around (lost appointment) we say to them, "We have another program that might be of interest. It is our standby program and what we can do is put you on standby. When a time slot opens we'll give you a call and see if you're available. If you are, we can discount the price by \$xx.xx (15%). Does this sound like something that might interest you?"

If they say yes please print out a lost appointment ticket and give it to Ken and he will work VERY hard to fit it in AND VERY SOON!

This will do WONDERS for your conversion rates if ONLY couple of these do take advantage of this offer...

To be VERY successful you will need to get their cell number so we may contact them easily (as you should be doing on all orders).

If you haven't been doing this (the only thing that has changed is the discount amount) please being IMMEDIATELY. I would like a DAILY count from everyone (without fail) on how many standby tickets you have submitted. You may accomplish this by taking 2 copies and leaving them in my in box on the door or provide a list (with ticket #'s) and date and leave it in my door. If you had no standbys please leave a note in my door stating so.

Thanks for your diligence in increasing your revenue and conversion rate.

Same day appointments

Due to the importance of same day appointments I would like for you to please record the time and Mapsco page of the turned down appointment. I would also like for you to see me immediately if you are turned down for an appointment in the morning. I don't want to be caught by surprise and find out in the afternoon that we have been being turned down on someday all day. I also need to know who turned down the appointment.

Our goal is to get as much work done on any day and same days are an extremely important part of this strategy.

The more same days we get the better it is for all concerned: Company, Client, and Employee.

Same day appointments, phone #'s, and dishes in sink

- 1) As you are aware we are always looking to schedule same day appointments. The goal you should set for yourself (and the goal we have as a department) is the 30% of the orders you take should be same day appointments. We hit 28% yesterday so we know that we can do it. This not only benefits the organization but you as well. Conversions will go up as your same day appointments increase. If you cannot get the appointment the same day, offer NEXT day at the very least. The statement should be as follows: *"I believe I recall that we have crews in your area today"* (Or something similar). As you will notice – this is different than, "We can do that today. Would you like for us to do that today. Would you like for us to do that". It tells a client the reason that we can do it today as opposed to the fact that we are not too busy. Please concentrate on at LEAST 30% same day appointments.
- 2) I have been noticing quite a few tickets without secondary contact #'s. If there is not a second # please note in the note section: No alt #. ALWAYS ask, "Is there an alternate # such as a cell phone." We need to get the cell # IF AT ALL POSSIBLE.
- 3) There have been dishes left in the sink for several days at a time. Please clean your dishes DAILY and remove them. There is a note above the sink stating that dishes left in the sink will be disposed of daily. Please remember: HOUSEKEEPING IS ALL OF OUR RESPONSIBILITY- EVERYWHERE. Please keep your work area (and break/cooking area) CLEAN and NEAT!!

Calls to dispatch and appointment confirmation calls

In an effort to cut down on the number of phone calls to dispatch please follow the procedures listed below.

- 1) Call dispatch ONLY for same day appointments (unless instructed otherwise by Rick M. or Ken).
- 2) Use the cluster and regular scheduling screens for all other appointments. The capacity management is correct therefore the available times are correct. Use the screens accordingly.
- 3) NEVER schedule and appointment in a time slot that shows "closed".
- 4) Call dispatch ONLY for technician work schedules (for referrals), marble, duct, Grayson County, out of service area work, and "on time guarantee" orders.
- 5) Do NOT call dispatch for advice on cleaning, technician capabilities etc. They are too busy for this!

There may be something that I missed but please understand we are trying to allow the dispatch personnel to perform their function at the highest level. They are trying to "tighten" schedules, work with the technicians, and find spots for your same day appointments. Each call to them interrupts that flow and costs us time and money.

Please begin this immediately. I have instructed the dispatchers to ask you to use the schedule if you call for any thing other than same day appointments. This will help us break the "habit" of calling them.

There will be further changes as we refine the process of dispatching and we will address those as they come up.

Appointment confirmations:

- 1) The late client service agents are to put yellow post-it-notes on all uncalled jobs for the next day prior to leaving. If we need to work overtime to do this, please do so. This helps dispatch the next morning, as they are accountable to begin calling those unconfirmed clients.
- 2) Sales dept. personnel are to help with client confirmations during the day.
- 3) All personnel confirming appointments are to put their initials and times in the note section after the appointment has been confirmed. This must also be done if we do not confirm the appointment. This **MUST** be done so we know who to see if there are any questions.

Calls to Dispatch

In order to service our clients in a timely manner as well as limiting our calls to dispatch, please adhere to the steps below when calling dispatch:

- Limit conversations to business only...no more "chit chat" but be friendly in tone
- Do not call back to get times for days that show "closed". If it shows closed, it is closed!
- If you have an order over \$300.00, and the client really needs service on a certain day that shows closed, book it, give Rick the ticket number.
- Do not call back for next day service until dispatch lets us know when it is appropriate.
- Please provide dispatchers with the following information:
 - I need a same day
 - Area.... Dallas, Fort Worth, etc.
 - Mapsco #
 - Service level with special instructions such as repairs, dry steam, etc.
 - The dollar amount

The conversation should be as follows:

I need a same day in Dallas, Mapsco #. It is a \$500.00 Premium level with carpet stretching estimate and pet treatment.

Please follow the above guidelines. This will speed up our calls to dispatch and wait times as well.

Chapter 9: Franchises

Franchisees

MARKET AREA FRANCHISEES:

- Bruce Bevars
- James Coleman
- Terry Hedger
- Dennis Keck
- Wally Hidalgo
- Frank Swistak
- Richard Hearn
- Robert Leach
- Jared Alford
- Erik Keith
- Chris Leitner
- Steve Greenhill
- John Shevchik
- Chris Adkins
- T.J. Baker
- Tek Doko
- Doug Driskill
- Greg Farlow
- Mike Freeman
- Rick Goldberg
- Ted Hasty
- Tipton Kindel
- Ed Lockey
- Joe Nystrom
- Gary Taylor

AT LARGE FRANCHISEES:

- Jim Hale
- Lee McGovern
- Mark Ryan
- Steve McCoy
- Louis Harrison
- Aaron Weldon

*** The “at large” franchisees service the DFW Metroplex as for the “market area” franchisees service certain zip codes ***

Using Client History to aid our Franchisees

Beginning immediately I would like EVERYONE in the sales and client service areas to follow a new procedure when finding a clients history. This procedure is designed to further the Franchise's interaction with their past clients. It is as follows:

- 1) When scheduling the client's work ALWAYS look at the history to determine who cleaned for them the last time. If it was a Franchisee that did the work you then MUST ask the client if they would like for the Franchisee to return. This ONLY applies to Franchisees. This does NOT apply to independent contractors. You will ALWAYS look up the history selecting ALT+H when you are in the price field. It will give you the name of the last technician and from that you will know if it was a Franchisee.
- 2) If the client says that they would like the Franchisee to return, use the ad source of "Ref Cleaner". Put the name of the Franchisee in the note section in the following manner: ***SEND RICHARD HEARN ONLY*** Remember to check that Franchisee's schedule before committing them to a time/date.
- 3) If the client says, "It really doesn't matter." Send the Franchisee by putting ***Send Richard Hearn if possible***
- 4) If the client says, "No, I don't want them back! They were terrible" (or something that says they REALLY don't want them back) please put in the notes "Per Client do NOT send Richard Hearn".

We need to do this on EVERY job we schedule so we may help the Franchisees grow their business.

Chapter 10: New Additions

TILE CLEANING SCRIPT

Client: I would like to have some tile cleaning done.

Agent: Well I would be happy to help you with that, and whom am I speaking with?

CONTINUE WITH THE GREETING AND RELATING AND DISCOVERY

Agent: Our technician's do a great job on the tile and grout cleaning. First he will pre-treat and condition the tile and grout to loosen up the dirt, oil, and grease, ECT.... Then he will hook up a grout cleaning brush to his wand and scrub all of the grout lines very well. Once he is done with that he will use a tile wand and do a through hot water extraction cleaning, to ensure everything has been cleaned thoroughly.

I would be happy to have a technician come out to do a free in home inspection for you so he can inspect and measure the rooms. If you agree with the price he quotes you, he will be prepared to do the work for you at the same time, and if not it is just a free inspection. We also offer grout sealant, and he can quote you on that as well. Would you like me to set that up for you?

IF CLIENT INSISTS ON PRICING

Premium Service: includes furniture moving and edge and baseboard cleaning- First area up to 200 square feet is \$119.00 and each additional square foot is .60 cents

Standard service: includes furniture moving- First area up to 200 square feet is \$109.00 and each additional square foot is .55 cents.

Economy Service: includes cleaning of open areas- First area up to 200 square feet is \$99.95 and each additional square foot is .50 cents.

Free in Home Inspection Services

- Tile and Grout Cleaning (this includes linoleum)
- Upholstery Cleaning
- Repair Work
- Drapery Cleaning

- Pet Treatment
- Dry Steam Cleaning
- Carpet Protector

Note: These services are able to be done by the technician at the same time as the inspection.

In Home Inspection Services w/ Service Charge of \$39.95

- Marble Cleaning (this includes Travertine, Granite, Spanish or Mexican tile, or any natural stone)
- Concrete Cleaning
- Hardwood Floor Refinishing

Note: These services are not able to be done at the same time of the inspection. The job will have to be scheduled for another day. Unless the technician we are sending has the equipment on his truck.

Free In Home Inspection

To be done after greeting and discovery!!

Tile Cleaning: First we pre-treat and pre-condition the tile and grout to loosen up the dirt, oil, and grease, ECT.....Then he will hook up a grout cleaning brush to his wand and scrub all of the grout lines very well. Once he is done with that, he will use a tile wand and do a thorough hot water extraction cleaning to ensure everything has been cleaned thoroughly.

I would be happy to have a technician come out to do a free in home inspection for you so he can inspect the grout and measure the rooms. If you agree with the price he quotes you, he will be prepared to do the work for you at the same time, and if not it is just a free inspection with no obligation or charge.

Upholstery Cleaning: What we do is set up a free in home inspection for one of our upholstery specialists to come out. He will pretest the material to determine exactly

how the furniture will need to be cleaned and also to ensure color fastness because there are so many different fiber blends. We have 3 different methods of cleaning we offer, steam, dry, and foam cleaning. Once we have determined which method is needed we thoroughly vacuum the furniture, pre-treat and pre-condition all the spots, stains, and heavy wear areas, such as arm rests. Finally, we will clean the entire piece including all side of each cushion. If you agree with the price he quotes you, he will be prepared to do the work for you at the same time, and if not it is just a free inspection with no obligation or charge.

Pet Treatment: On our Pet Treatment service we have to set up a free in home inspection for one of our Pet Treatment specialists to come out and quote the price. First we will test the padding to figure out how deep and widespread the urine is in the padding. Based on the level of soil the technician will quote you the price to remove the odor. If you agree with the price he will do the work for you at that same time. He will do a controlled flooding with an enzyme treatment to kill the odor. Then he will use a water claw to extract all of the urine right out of the pad through the carpet. If you do not agree with the price, since it is a free estimate there is no obligation or charge for is to come out there. Would you like me to go ahead and set up a free inspection for you?

Drapery Cleaning

Drapery Inspection Questions

- How tall are the drapes? Anything over 8ft. will require us to notify the franchise/contractor so they can have a larger ladder. Anything over 10ft. will require an in-home inspection, which will require a franchise only.
- Any visible staining? Stains from pets and food are very difficult to remove and do not respond well to dry cleaning.
- Any decorative pieces separate from the drapes? Valences, widow boxes, swags, etc. are all additional, usually \$75 for these items if they are no more than 8ft. wide and 8ft or less from the floor. Higher items – see above.
- In Home Inspection – we test for sun damage, staining and overall condition.

Drapery Cleaning Procedure:

- If the drapes are exposed to sunlight, especially southern facing, inspect for sun damage.
- Dry vacuum both sides of drapes.
- Use no-odor dry cleaning solution to clean the drapes. This is the only acceptable method for in-home drapery cleaning. Water based methods will cause shrinking.

Advantages

- Can be done in place.
- Avoids hassle of taking down and transporting to a dry cleaners
- Keeps you home from being a “fish bowl” without drapes for several days when they go to a dry cleaners.

Free in Home Inspection-Repair's

Stretching- For carpet stretching we send one of our repair specialists out to do a free in home inspection for you. What he will do is inspect the type of carpet, count the number of seams, and measure the areas for you. Then he will be able to quote the price for you. If you agree with the price, he can go ahead and stretch the carpet for you at that same time. If not since it is a free estimate there is no obligation or charge for us coming out there.

Bonded Insert- For a bonded insert we send one of our repair specialists out to do a free in home inspection for you. What he will do is inspect the type of carpet, and measure the damaged areas. He will then quote the price. If you agree with the price he

will be prepared to do the work at that same time, and if not since it is a free estimate, there is no obligation or charge for us coming out.

Note: On bonded insert repairs, we have to make sure the client either has extra carpet we can use, or we can take carpet out of a closet or any other area they will let us and use that to do the repair.

Pad Replacement- For pad replacement we send one of our repair specialists out to do a free in home inspection for you. He will measure the room, count the number of seams, and check how much furniture needs to be moved. Then he will quote the price. If you agree with him he can do the work at that same time, and if not since it is a free estimate there is no obligation or charge for us coming out.

Note: On pad replacement, the client has to provide the padding for us to use. We will not be able to do the service unless there is padding ready for us to use.

Chapter 11: Hardwood

Wood Cleaning Script

Agent: "It's an excellent day at Dalworth Clean. This is Rick."

Client: I'm calling about wood floor cleaning.

Agent: "Excellent. I'd be happy to help you with that. Who am I speaking with?"

Client: This is Fred Jones.

Agent: "Well good morning Fred. How is your morning going so far?"

Client: Really well. How about yours?

Agent: "It's going great. Could I get your zip code?"

Client: 76040

Agent: "Thank you. What rooms are we going to clean for you?"

Client: Well, I have wood in my living room, dining room and entryway.

Agent: "No Problem. Are you needing the wood cleaned or were you calling about sand and less finish restoration?"

Client: I think I'd like information on the cleaning.

Agent: "Ok. I just need to ask a question or 2 to get an idea of the shape your floors are in. Have you ever cleaned the wood floor?"

Client: I honestly don't know. I'm sure my wife has.

Agent: "The reason I asked is because if you've ever cleaned the wood with a wax type product it could make the cleaning process longer."

Client: I don't think we have.

Agent: "Ok. If you find out that you have please tell the franchisee what it was you cleaned with or just have the product there and he can read the label to determine what is in the cleaner."

Client: Alright.

Agent: “Are you noticing any areas that stand out more than others-like the traffic areas?”

Client: Yeah they look a littler different than the rest of the floor.

Agent: “That’s pretty normal. Are the floors in pretty good shape scratch and scuff-wise? “

Client: They just need cleaned.

Agent: “No problem. Let me explain the steps we take when we clean the floors?”

- We Pre-vacuum to remove all hard debris like sand.
- Apply special wood floor cleaner.
- We will agitate and remove remaining soil with a floor machine and absorbent pad.
- We then use a polishing pad to enhance the look of the floor.
- Furniture moving included
- Hand clean edges and baseboards
- And finally we do a post clean vacuum to remove any lint or dust left on the floor

The price for the wood cleaning I just described is and for the number of areas you want cleaned is (\$87.00/area x # of areas).

I do want to point out that if there are any extenuating circumstances, like the floors having been waxed there would be extra charges but the franchisee will inform of why and how much the charges are before he starts.

Does this sound like the wood cleaning you were thinking of?”

Agent: If YES: “Great. Now you said you live in Carrollton, correct?”

Client: That’s right.

Agent: “I believe we can get a franchisee to you within the next couple of days. Would Thursday or Friday be best for you?”

Agent: If Thursday or Friday—BOOK IT!

Agent: If I need to check with my wife or I want to call and compare pricing:

Go to Elite Tech/Franchisee fighting script. Take them to the Franchisee's website while you're on the phone with them. Find out what they are looking for and what kind of price they were budgeting for...in other words FIGHT FOR THE APPOINTMENT!!!!

Client: No that's all I needed. I appreciate the information.

Agent (*if didn't get order*): "Thanks for thinking of us Fred. Please visit our website and review all of our services and thanks again for calling." (ENTER A LOST APPOINTMENT-SO AS TO ACCURATELY REFLECT BOOKING PERCENTAGES)

Wood cleaning script 3-22-07

Wood Cleaning Procedures

1) Inspection of Floor

When inspecting the floor we are concerned with the application of wax to the floor at any time. If wax has ever been present on the floor, we cannot refinish the floor the new polyurethane will have poor adhesion.

Other issues we inspect for are: damage to the floor. This may include shrinkage of the planks, or gapes between boards, gouges, heavy scratching, and missing finish. With gapes in the floor we will be unable to correct this during cleaning, for re-finishing we can fill in gapes leaving them virtually un-noticeable. Gouges are the same. Heavy scratching can be colored in or even filled in. Indentations in the floor are usually un-fixable and would need to be sanded (At this time most crews are not capable of this service). Examples might be a heavy object that has been wheeled across the floor causing indents. Missing finish is one of the more difficult repairs, if the urethane on the floor now has been worn through in places we may have one of two issues to overcome.

- i) If the floor is stained, the stain may be worn off or lighter than the surrounding color. The difficulty is to match if possible the floor color.
- ii) If the floor is a natural finish than the wood has absorbed soil and shows, this must be sanded to remove dark soiled areas.

The last situation we are looking for is acrylic finishes that have been applied to the floor in which case need to be removed. Most clients may not realize that they have been applying a topical treatment to their floor. We might ask what product they have been using to clean their floor, if the product says cleans and shines "BINGO" they have been applying an acrylic finish. Some cleaning services or even house cleaners will do this because it looks good for a while after they are done.

If we are to remove wax or other topical finishes this does take extra time and sometimes this time is considerably more.

2) Cleaning procedure

When cleaning we use our floor machines, this could pose a problem if we do not follow procedure. These floor machines way up to 100 pounds and rotate at 175 revolutions per minute (rpm). Our first step is to vacuum and or sweep and dust mop the floor to remove any insoluble soils, such as sand. If sand is caught in the cleaning pad we could leave some very undesirable scratches.

Apply cleaner and agitate, we apply wood floor cleaner to small parts of the floor at a time to prevent moisture working it's way into the wood. Agitation, to loosen the soils and put it into to solution, removing the soil with a damp mop before the solution can dry is next. Drying the floor is essential to keep the moisture from penetrating the wood, and finally using a bonnet pad to remove any residue, or light soiling left. This also helps to leave the floor looking it's best, clean and streak free