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[BSC Resource Book published](#)

The book, nearly a year in the making, discusses such things as the size of the BSC market segment - they are the largest single market segment for jan/san distributors - the expected growth of the BSC sector, their buying habits, purchasing concerns, and the problems they face in their daily business operations.

"Our first goal was to present detailed information on the many business challenges facing a BSC," says Mike Nelson, vice president of marketing for Pro-Link "Our premise is that the better distributors know and understand this [BSC] market, the better they can address their needs."

Along with a business overview, the BSC Resource Book also includes tools, ideas and training that Pro-Link distributors can use to better service contract cleaners. Some of the specifics included in the material include:

Bidding forms and a new account start-up kit distributors can share with their BSC customers
Detailed product order pads to expedite product selection and re-ordering
A budget tracker designed to keep track of expenses on an account-by-account basis
A newsletter series called the "BSC Adviser" that provide articles addressing business issues that BSCs commonly face
Ten PowerPoint training presentations covering such cleaning tasks as floor scrubbing, restroom maintenance, and carpet extraction
Information and preferred purchasing terms on software programs designed specifically to help BSCs run their businesses more efficiently and effectively.

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"Understanding the business of being a BSC is one thing," says Nelson. "But this understanding also builds trust. It helps the BSC and distributor become 'partners,' working to help the BSC meet their business and customer needs."



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