

# U.S. PRODUCTS usproducts.com E-News

Dear Robert, p>

## Heated Portable Carpet Extractors:



## January Marketing Tip Of the Month

U.S. Products strives to provide our customers with tools that they can use to become more effective and successful. We like to extend these tools to not only include our industry leading cleaning equipment, but also supply our customers with marketing and cleaning tips that can help them grow their business and expand their knowledge of effective cleaning techniques and programs. Likewise, if you have a tip that you have found to be valuable, replay to this email with your technique or tip that you would like to share with your colleagues.

### *The Slow Winter Months*

The first few months of the year can be a slow season for many carpet cleaning technicians. Home owners in particular, along with commercial clients, simply want to wait until winter has passed before having their carpets cleaned.

For some techs, this means long weeks sitting by the phone and waiting for the few jobs that come in. But for others, it means making this time of year a busy season. In other words, they find ways to turn a slow time of the year into a busy time of the year and here s how:

## Dual Surface Machines:



- Identify where the calls are coming from and double it. With fewer jobs coming in, this is a good time to review your marketing efforts and see what is working the best. Some technicians get so busy that they forget what their biggest job source is. Is it an ad in a local newspaper? Is it a flyer in a certain neighborhood? Your Website? A referral program with a carpet retailer?
- Whatever it is, identify it and then double your efforts. For instance, if an ad in a newspaper once per week seems to be making the phone ring, consider increasing the ad s frequency to two or three times per week. If you delivered 250 flyers to a specific neighborhood, consider boosting that to 500 flyers and look for more neighborhoods to canvas.

## Restoration Equipment:

more neighborhoods to canvas. The bottom-line is to identify what is working and double up on it.



**Self Contained Extractors:**



- Expand your referral program. In order to get referrals you must first be referable. Once you are comfortable with the fact that you are giving your customers a great job at a comfortable price, the best way to get referrals is to simply ask for them. Many techs shy away from this, but it should be the last step at every job. Just ask for referrals.
- Sometimes you have to do more than just do a great job and ask for referrals, you must have a referral rewards program. Offering a happy customer a small gift card or a discount on their next carpet cleaning for a referral can be a remarkable way of generating a few leads.
- However, collecting referrals can only go so far. The next step is following up. In slow times, a sequence of letters to these referrals, followed up by telephone calls, can help convert those leads into carpet cleaning jobs.
- Have a reason why program. A marketing program called "reason why" can be very successful this time of year. A "reason why" program is a marketing catch. It gives potential customers and current clients a reason to call and have their carpets cleaned. One example is to donate a certain dollar amount of each carpet cleaning charge to a charity. Another is to offer a gift, such as a gift card or discount, for scheduling a carpet cleaning job.

**Wands & Tools:**



However, there are two caveats you must be aware of when using "reason why" marketing programs. First of all, it can only be done once in a while. When companies offer reason why programs on an ongoing basis, it tends to reduce their impact. Second, and related to the above, they must have an end date. Part of having a reason why marketing program is for potential customers to act now, realizing this incentive is for a short time only. Make sure that point is clear when you pitch your reason why program.

This article is based on advice provided by Joe Polish, president and founder of [Piranha Marketing](#).

**Cleaning Chemicals:**



Thinking about upgrading to a truckmount carpet extractor? I bet you didn't know, but U.S. Products and HydraMaster are sister companies. [Contact our sales team](#) for more info.



## Innovative Cleaning Solutions

[Forward email](#)

 [SafeUnsubscribe](#)

Online Marketing from  
**Constant Contact**  
Try for yourself!

This email was sent to rkravitz@rcn.com by [nick.wiebe@usproducts.com](mailto:nick.wiebe@usproducts.com) |  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

U.S. Products | 11015 - 47th Ave. W. | Mukilteo | WA | 98275