

Dear Robert,

Heated Portable Carpet Extractors:



Dual Surface Machines:

July 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.

Stats you can use to grow your business and that will help you hit the target with your marketing.

Who's Cleaning America's Carpets?

Have you ever wondered who cleans the millions of acres of carpeting in the United States? According to a study by DuPont Flooring Systems, here's what's going on:

- Eleven percent never have their carpets cleaned at all.
- Forty-three percent, are do-it-yourselfers, renting a carpet extractor or shampooer to clean their own carpets.
- Forty-six percent hire a professional carpet cleaning technician.

DuPont also wanted to know who hires professional carpet cleaners. The study found that just 7 percent of those making this decision are men; 78 percent are women; 15 percent say it is a joint decision.

Finally, the researchers wanted to know what concerns home owners most when selecting a professional carpet cleaner.

The top five concerns were:





- Guarantees their work (96 percent)
- Move the furniture (85 percent)
- Is bonded (83 percent)
- Is licensed (79 percent)
- Number of years in business (68 percent)

Making Sense of the Stats

Interesting, but what can we learn from these statistics to help you improve your business?



First of all, the do-it-yourselfers are your target growth audience. It is unlikely they would hire a professional carpet cleaning service unless they are educated on why it makes sense to have a professional take care of their flooring investment. A guarantee on your service can go a long way, as well as being licensed, bonded and certified. This shows you are committed to being a professional.

Restoration Equipment:

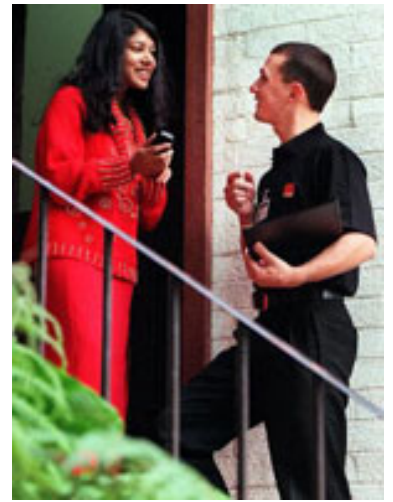


Homeowners may try a rental machine once or twice, and once they realize that these machines simply do not do the job, they are likely to call you. When discussing carpet cleaning with a former do-it-yourselfer, be sure to mention that carpet cleaning is a science and that training and professional equipment is necessary for sustainable, professional results. You should also make them aware of the fact that most rental machines leave chemical residue in carpets, which causes rapid re-soiling and in turn more frequent rentals. You need to educate them on the fact that less frequent professional cleaning will cost them less in the long term than more frequent rentals from grocery store equipment or replacing their carpet.

Self Contained Extractors:



Another important fact revealed by these statistics is that carpet cleaning technicians are most often hired by women. Why is this significant? Anyone can feel a bit uncomfortable inviting a service person into their home, and concern can be even more with women. Making them feel comfortable and sending them a message they can relate to is paramount.



Here are some steps you can follow that to help female clients feel more comfortable with you and help you to target your marketing materials:

Wands & Tools:



- When arriving at your client's home, park your van where it can be seen easily from the home.
- Make sure the van is clean and neat.
- Make sure that your clothes are clean and neat; a company shirt is always helpful.
- Knock on the door, than take a step or two back. Give the customer some "space."
- Once the customer has invited you in, give her or him your card, then wipe your shoes on a mat or remove them entirely.
- When interviewing a client and performing a pre-inspection, have a clipboard, pen, and pencil handy.
- Review the problem areas of the carpet, the cleaning outcome you foresee, and then present your estimate. At this point, let the customer do the talking.
- If you are making flyers, advertisements, or direct mailers, target them to women, show them how you can solve their issues with their dirty carpet so they can move on to other important things. Speak to the needs that women find important regarding the up-keep of their homes and solve their problem.

The more targeted your message can be, the better results you will get from your marketing and your face to face time with potential customers. Knowing your audience is half the battle, delivering the message they want to hear and solving their problems is the other half.

Cleaning Chemicals:



Stay tuned for the next Tip in August.

Innovative Cleaning Solutions

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