



## FREQUENTLY ASKED QUESTIONS

### Why would I want to do commercial cleaning?

Here are several good reasons to get into commercial work:

**Regular cash flow** – Commercial accounts provide year-round work, smoothing out the peaks and valleys in your cash flow.

**Retention of valuable employees** – Having regular commercial accounts means you won't have to lose key employees during the slow times typical of residential work.

**Long-term relationships** – Commercial customers value a higher-level partnership relationship based on open and honest communication, and looking out for each other's best long-term interests.

**Bigger dollar jobs** – Commercial carpet cleaning jobs are usually much larger than residential cleaning jobs. So you need fewer customers to achieve your sales goals...or to increase sales.

**Steve Toburen**, Director of Training for Jon-Don's Strategies for Success, has stated, *"For those of you doing a mix of residential/commercial, my guess is an honest analysis of your work will tell you that those high-profit customers are your regular, contract commercial clients..."* Steve's analysis of working with regular, contract commercial accounts is this: *"regular cash flow, no problems, high profit."*

### How hard is this stuff?

The material isn't difficult at all. Chuck Violand, commercial sales master and respected consultant, walks you step by step through the entire selling process. People who have used the program have told us it is *"easy to read"* and *"simple to follow."*

One thing about the *Power Selling* program that impressed **Jim Pemberton** of Pembertons Cleaning & Restoration is that it *"does not make the assumption that you have a sales background."* Jim agrees that anyone could just pick up the program and use it.

### I'd like to do commercial work, but I hate going out and making cold calls. Am I going to shell out 1,000 bucks on this package just to have it tell me to "face my fears" and go make cold calls anyway?

No. In fact, this program was written for people like you—people who just don't like cold calling or who are afraid of selling. *Power Selling* offers a better alternative to cold calling, a softer approach called "route selling." This program removes the fear—and the pain—of making sales calls by

- giving you the inside story on what takes place,
- telling you the best prospects to call on to get profitable jobs,
- putting tools in your hands to eliminate the concept of "cold calling,"
- providing you with the actual words to use at every stage of the selling process, and
- showing you how to close the sale

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## FREQUENTLY ASKED QUESTIONS (cont.)

**I don't know how commercial carpet maintenance is performed (no experience) so I don't feel I know what I'm talking about when trying to sell it.**

*Power Selling* is not just for selling scheduled maintenance programs. It shows you how to sell regular commercial carpet cleaning, as well. So, if you know how to clean residential carpets, you'll know how to clean commercial ones.

**I'm a sole owner-operator. I'm wondering how I would balance day and night cleaning. And when would I have time to make sales calls?**

The beauty of *Power Selling* is that it's written to help you get full-time results from a part-time sales effort. The commercial markets it targets will give you commercial work that can be done during daytime, evening (5:00–9:00 pm), and Saturday hours. You do not have to—nor do we suggest in your case—that you go after late-night work.

By the way, you'll find the balancing act will get easier once you discover it's a lot more profitable to clean *one* \$3,000 commercial job than it is to clean *fifteen* \$200 residential jobs!

**Do you restrict territories?**

Territories are not restricted, so get the jump on your competition. Be the first in your marketing area to order *Power Selling Commercial Carpet Cleaning*.

**What are your terms?**

Your investment in the *Power Selling* program (US \$1,695 for the deluxe package; US \$995 plus actual ground shipping charges for the regular package) can be made by MasterCard, Visa, or American Express. If you prefer to pay by check, the program will be shipped to you upon receipt of a cashier's check, or after your personal/business check has cleared.

**What exactly do I get for my money?**

The following pages describe all the items you will receive with your *Power Selling* program.





## POWER SELLING PROGRAM

### **POWER SELLER'S HANDBOOK**

A 1-1/2" binder containing seven colorful sections that reveal Chuck Violand's powerful and effective strategies for targeting, interviewing, creating proposals for, and getting contracts from a wide variety of commercial customers.

In this unique Handbook, you will discover

- how to equip yourself for success (know what items are essential to have when making sales calls)
- how to dress for success
- how to set realistic, achievable sales goals (includes samples of actual goals)
- who to call on to get profitable commercial work—targets that will produce a return (includes profiles of 9 “HOT” commercial markets, the title of who to contact, and their key concerns)
- how to understand your customer (explains the 7 most common buying motives)
- how to avoid traps that make you ineffective and unproductive
- how to catch the attention of your prospect
- an alternative to “cold calling” (explains 4 factors that influence purchasing decisions)
- where to find referrals (a list of 5 valuable resources)
- sales ground rules (fundamentals you need to understand before you visit a prospect)
- 4-step format to reduce your fear of making sales calls
- actual scripts to use when you
  - make the initial call
  - find yourself in a cold-call situation
  - follow up on the phone
  - leave voice mail messages
  - conduct a Needs Analysis interview
  - close an interview when your prospect is getting quotes from multiple suppliers
- how to identify and overcome the 6 most common objections to a request for appointment (these objections are also listed for you on index cards—described on the following sheet)
- 3 real-life scenarios
- how to be an environmental consultant, not an order taker
- how to stay on track when interviewing your prospect (includes annotated guide to using the Needs Analysis questionnaires)
- how to get the most from an interview
- 2 handy forms to use during your inspection
- how to bring closure to the interview
- how to help your prospect evaluate your services vs. other suppliers
- 7 key components every proposal must have
- 9 tips on how to enhance your proposal
- how to build a high-impact proposal (includes annotations to guide you step by step)
- how to create a favorable buying environment
- 10 tips for closing the sale
- an easy formula to use when following up with your prospect
- the key element that is vital to your success

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## **POWER SELLING PROGRAM** (cont.)

### **SALES ROUTE MANUAL**

A 1-1/2" binder containing 20 tabbed dividers (one for each marketing day of the month) and sufficient copies of the two forms that will help you organize your sales stops into efficient routes and keep important customer information at your fingertips.

You will use this valuable organizer to

- help you focus on the sales prospects you want to target
- document the useful information you collect on each prospect
- stay on track, even when you have to stop selling in the middle of the day to attend to another task
- monitor the activity and progress of your sales staff
- provide background information to new sales reps as you train them
- maintain a physical record of your sales history with your customers

### **TEMPLATES, SAMPLES & GUIDELINES**

A 1" binder containing the same letters, forms, and evaluation tools Chuck Violand has used to launch or boost the commercial business success of his clients. As a bonus, all of the letters and customizable forms are provided for you on both diskette and CD for easy customization (PC-compatible Microsoft® Word files only).

This indispensable resource will provide you with

- actual letters you can send to your prospects to
  - thank them for an appointment
  - thank them for an interview
  - follow up a phone conversation
  - follow up a signed contract
  - follow up a lost proposal
  - apologize for dropping the ball
- complete forms you can customize to suit your company and to meet the specific needs of your prospects:
  - Short Form proposal
  - High Impact proposal
  - written guarantees (3 versions)
  - Commercial Proposal Cover template (a ready-to-use guide that will help you print professional-looking covers for your high-impact proposals)
  - Cleaning Contractor Comparison Guide (an at-a-glance form that shows the benefits of using your company over other suppliers)
- standard forms you can quickly photocopy and use as often as needed
  - Field Inspection Guide (a handy tool designed to help you record the information you'll need to accurately price your carpet cleaning work)
  - Commercial Set-up Sheet (when performing multiple services, you'll use this site-inspection tool to collect all of the technical information you'll need to perform the work efficiently)
  - Sales Route Manager (a master copy of the forms provided in the Sales Route Manual)
  - Customer Profile (a master copy of the forms provided in the Sales Route Manual)
  - generic guarantee (which non-computer users can simply photocopy onto certificate paper)

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## **POWER SELLING PROGRAM** (cont.)

### **“SIX OBJECTIONS” INDEX CARDS**

Two 8-1/2" x 11" heavyweight sheets with ultra-fine perforations for easy separation into six 3" x 5" index cards that you can carry with you.

You'll refer often to these helpful cards to

- identify the 6 most common objections you'll encounter when talking with prospects
- know in advance what your prospects will say to you
- rehearse the exact words you can use to counter their objections
- review whenever you find yourself with a few minutes of down time
- prepare just before meeting with your prospect

### **“ENVIRONMENTAL NEEDS ANALYSIS” QUESTIONNAIRES**

An 11" x 17" cardstock sheet folded in half to create an 8-1/2" x 11" booklet, this interviewing guide will position you as a true professional in the eyes of your prospects. (Pack contains 50 forms)

You will use this essential tool to

- help you stay on track during the Needs Analysis interview
- qualify your prospect, to be sure you are talking with the right person
- determine your prospect's cleaning objectives
- discover how the facility is currently being maintained
- clarify the budget for the project—saving you a lot of time and aggravation later
- collect the information you'll need to develop an effective maintenance program for your prospect
- track the progress of your account development after the interview

### **CARPET CARE GUIDES**

A standard-sized yet unique file folder that contains practical carpet-care information and that can be quickly personalized with your business card. (50 folders, wrapped in two packs of 25)

You will use this resourceful guide to

- bring closure to the Needs Analysis interview
- leave your prospect with an eye-catching folder in which to file your proposal
- help your customers organize any literature and useful information you send them

### **“PROFESSIONAL CARPET CARE PROPOSAL” COVERS**

A four-color 8-1/2" x 11" glossy cover with matching blank back cover that will make your proposal look rich and professional. (Pack contains 50 sets)

You will find that these deluxe covers

- are easily customizable for every prospect
- will make even a solo operator look big
- will help you stand out among even your largest competitors

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## POWER SELLING DELUXE PACKAGE

The **POWER SELLING DELUXE PACKAGE** includes all of the great materials described on the previous pages. In addition, we take the excuses out of your hands by also providing you with these essential items:

- supplies you'll need to create the handouts you'll take with you on sales calls (explained in detail in Section 4 of the *HANDBOOK*):
  - 250 white bags (approx. 5" x 3" x 8")
  - 480 sheets of tissue paper (20" x 30", all the same color)
  - 250 individually wrapped snacks (all the same food item)

You won't have to wait until you can get to the store and pick up these items yourself.

You won't have to go from store to store to find all of the items and quantities you need.

You won't have to decide which products are the right ones to get.

The **DELUXE PACKAGE** eliminates the hassle and inconvenience by sending everything you need directly to you.

- the binding tools you'll need to create high-impact proposals:
  - a GBC comb-binding machine
  - 100 plastic combs (blue, 1/4" diameter, 25-sheet capacity)

It has been known to happen that a person will "strike gold" their very first time out selling—that is, a prospect will ask them to submit a proposal! It could very well happen to you, so don't wait until you get a request before you get the tools needed to finish off your proposal with a professional look. With the binding tools in the **DELUXE PACKAGE**, you'll be prepared for an immediate opportunity.

- an additional supply of
  - 50 Needs Analysis Questionnaires,
  - 50 Carpet Care Guides, and
  - 50 Proposal Cover sets

The supply included in the regular **POWER SELLING** package is enough to get you started selling. But as you apply the techniques described in the *HANDBOOK*, before you know it, you'll find yourself needing an additional supply of these valuable tools. With the **DELUXE PACKAGE**, you'll have this supply already on hand.

- an extra *SALES ROUTE MANUAL*

Some people who use this program have told us they like to have a separate manual for each of their routes. Some have larger businesses, and more than one salesperson making calls, so they have need of additional route manuals. The **DELUXE PACKAGE** meets this additional need, for whatever reason you require.

Order **POWER SELLING** Today!  
1.800.360.3513



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