

10 tips on starting a contract cleaning company

Starting a new cleaning company is easy. . . getting customers is not so easy.

To help with finding customers, Tornado Industries; manufacturer of professional cleaning equipment, provides the following 10 tips for 'newbies' starting a contract cleaning company as well as a refresher for those already in the business:

1. Choose a territory; select a specific area you want to service
2. Leave flyers on Sunday; distributing flyers can still drum up business, and because Monday is often complaint day in the cleaning business, leaving flyers on Sunday can be perfect timing.
3. Door-to-door cold calling; while not as effective as it once was, door-to-door cold calling can still work well in many areas.
4. Purchase marketing lists; marketing lists are best used to

call and set up appointments with prospects.

5. Network; join your chamber of commerce, leads groups, or similar where local businesspeople meet, exchange cards, and get to know each other; this can actually be one of the best ways to drum up customers.
6. Have a presence on the Internet; be sure your website looks professional, is search engine optimised, and includes credible content and customer testimonials.
7. Use Google AdWords; while there is some disagreement regarding the value of paying for search engine clicks, some businesses have done very well with AdWords, it's worth a try.
8. Leave a gift; what can be surprisingly effective when cold calling door-to-door or when meeting with prospects is to leave some type of inexpensive but fun, unusual, or useful gift.
9. Follow up; after meeting with a prospect, call on him or her again in six months; keeping in touch can really pay off, especially if you want that account.
10. Be disciplined but have fun; set specific days and times each week devoted just to marketing.

www.tornadovac.com

Suppliers of High Grade Paper Products

- Hygiene - Domestic - Commercial
- Made from 100% Plantation Pulp
- Contact us for wholesale price
- Call for container pricing



HANNAFORDS
CLEANING TRADE SUPPLY CO

268-270 Boundary Rd. Braeside 3195 (03) 9580 4466
sales@hannafords.net.au www.cleansupply.com.au

QUALITY
premium washroom products

"The name says it all."



100% AUSTRALIAN OWNED