

COVERALL CORNER Newsletter

Vol. 3, October 2018

Throughout the year, all of you work hard to build your businesses; from onboarding and training your employees, to developing key relationships with your customers. On a day-to-day basis it requires constant determination and passion to run your Coverall® commercial cleaning franchised business. Entrepreneur Magazine also thought so; ranking Coverall #26 on their 2018 Entrepreneur Franchise 500 ranking report. We all want to thank you for making the Coverall brand and reputation shine.

We are here to help support you in any way we can so you can run your business, and achieve personal and professional satisfaction. Together, let's finish out the year strong!

Rick Ascolese – President / CEO
Coverall North America, Inc

IN THE COVERALL NETWORK

Here's the latest news from around the Coverall network. We work with some of the most talented people in the industry and are excited to share all the exciting news and updates.



COVERALL'S FRANCHISE OWNER OF THE YEAR 2017 ATTENDS IFA CONVENTION IN D.C.

Cory Blake (Middle) and Joan Blake (Not Pictured), owners of Specialized Cleaning Services, Inc. were recognized as Coverall's Franchise Owner of the Year at the IFA Convention in Washington D.C. Cory was joined by Evan Berner, General Manager, Coverall Tampa (Left) and Patrick DeMarinis, Divisional Vice President Operations (Right). Congratulations to Cory and Joan!



CSR CLEANING SERVICES, LLC WINS BIG!

Kim and Carol Randall owners of CSR Cleaning Services, LLC are enjoying their raffle gifts of cleaning supplies for attending the Business Risk Awareness Seminar. The lucky owners also won Coverall apparel and a gift card at the Franchise Owner Appreciation Day in October at our Fort Myers Support Center.



MARKETING TOOLS

Marketing Collateral is available to you to aid in your selling process. If you have questions, or would like to review available collateral, please contact your local support center.

The Art of CUSTOMER SERVICE

One of the most effective and easy ways to grow your business is through referrals. Customers work with you for both your impeccable cleaning skills, but also a smooth and hassle-free relationship. By focusing on the art of customer service you can improve your book of business and the opportunity for growth.

Focus on the below 3 things to start perfecting the art of customer service.



1. DO YOUR HOMEWORK:

Understand the type of business you are providing cleaning services for, who their clientele is, and most importantly, the customer's needs. Be prepared to speak to their unique space and how the Coverall® System is providing a customized clean based off of their needs.



2. ASK QUESTIONS:

You're not expected to know everything about a customer when you start cleaning their workplace. Asking questions shows you care about the customer and their business, and that you want to do a good job.



3. PROJECT CONFIDENCE AND CREDIBILITY:

Coverall is a trusted and reliable commercial cleaning brand and that's what people expect to see when working with you as a business owner. Know that the Coverall Training Program is meant to instill confidence in you to provide exceptional service to all customers. Confidence can go a long way to winning over new and existing customers.



HEALTH & SAFETY AWARENESS

Coverall recently launched its Safety Awareness Campaign in hopes to help franchise business owners reduce some of the risk of the daunting obstacles in business ownership. Our first seminar, was focused on reducing the possibility of insurance claims and the financial implications they can have on your business.

While we hope most of you may be fortunate enough to never experience an insurance claim with a customer, we do want you to be aware that incidents can happen, and as a business owner you are responsible for the claims.

Out-of-pocket Deductibles

Damage to Customer Relationships

Additional Safety Regulation Fees

Below are 3 common claims when dealing with commercial cleaning and steps you can take to help avoid these types of claims.

1. WATER DAMAGE



- ▶ ALWAYS walk the facility before leaving after a clean
- ▶ Never leave water running while unattended
- ▶ Never leave anything in the sink that blocks the drain

2. PERSONAL INJURY



- ▶ Make sure wet floor signs are properly displayed after mopping
- ▶ Document in the customer's log book other possible hazards that you may have encountered, such as electrical cords, worn carpets and uneven surfaces

3. PROPERTY DAMAGE



- ▶ If you're unsure how to use chemicals, check the manufactures website or the label to confirm
- ▶ Call your local Coverall Support Center to answer any questions you may have regarding the chemicals

Coverall offers the Coverall Insurance Program to help protect franchised business owners. Our goal is to keep you well informed on the solutions that are available to help protect one of your most important investments — your business.

INSURANCE HAS ITS BENEFITS

If you are interested in learning more, or signing up for our insurance program, contact your local support center. Don't let one incident jeopardize your business.

SPECIAL SERVICES

The holidays are a special time of year and can be the ideal time to offer your customers Coverall's Special Services as they look ahead to plan their holiday parties. Special Services can bring benefits to your customers, and also add revenue opportunities for you as a franchise owner.

Here are a few ways to offer additional services to your customers as we approach the holiday season:



1. Pre and Post-Party Cleanup:

As the holidays approach, chances are your customers will host special events in their workplaces. You can provide your customers a happy and hassle free service for pre and post event cleaning, so they can focus on having fun.



2. Clean Windows:

The holidays are when customers are more apt to try something special and new. Identify the areas that can use extra attention, such as window cleaning, both inside and out. This is an opportunity to make an impression by making their windows sparkle!



3. Carpet and Floor Care:

Floors can take a beating from heavy foot traffic, spills, water and other messes, and can often make them look dirty and worn. If your customers do not take advantage of regular carpet and hard floor care, now is the time to remind them of preventative maintenance benefits. You can provide them a cost efficient way to extend the life of their carpets and floors — keeping their space looking fresh and clean.



Special Services flyers are available to you for use in your marketing efforts. Just ask your local support center and share with your customers today!

TELL US YOUR
STORY

COVERALL WANTS TO PROFILE YOU

Each of our owners has their own unique story to tell. Coverall wants to share your journey of business ownership with other owners. Contact us at marketing@coverall.com if you want to be profiled in an upcoming newsletter.