

# COVERALL CORNER Newsletter

Vol. 5, May 2019

**W**e regularly hear from our independent business owners that purchasing a Coverall franchise was one of the best decisions they ever made. One of the top reasons why is because they're backed by the power of an established brand supporting their business every step of the way. From Coverall's comprehensive training sessions and workbooks, to the guidance from our regional support center teams, our focus is always on our owners.



Franchising across the country is helping people gain financial freedom. A study conducted by PriceWaterhouseCoopers revealed there are over 801,000 franchise establishments in the U.S., covering numerous sectors. These businesses directly provided nine million jobs across the nation.

With the growing economy and competition, it's more important than ever to invest in brand awareness. We recognize this and are doing new things in 2019 to reinforce our brand messaging across many digital platforms to remain a leading franchisor in the commercial cleaning industry. In this issue, we highlight the many benefits of the Coverall brand.

**Shirley Klein, Chief Operating Officer**  
Coverall North America, Inc

## LIVING THE **COVERALL BRAND**

Every day people make financial decisions based on the reputation of a brand. Whether it's the coffee shop you visit, the clothes you buy or the businesses you choose to partner with, the brand's image influences your decision to transact with them. Having a clear brand message that is embraced by your key audiences will give your business a competitive advantage. If you consistently deliver your brand promise to customers you'll have greater opportunities to make them customers for life!

### **COVERALL'S CORE VALUES**

Trust, Honesty, Integrity, Team Work and Mutual Respect are on display in all our support centers. We are also delighted to hear that many of you, our franchised business owners, have adopted them as part of their daily operations.

Brands which adhere to clear values have reported success in employee and customer retention, which results in growth to their bottom line. For example, Whole Foods has done an excellent job of developing its brand promise to its customers. The chain, known for high quality, organic foods and premium services, has a loyal customer base because of its consistency — in terms of the in-store experience as well and in the products it offers.

**Here's why you should employ core values into your business.**



**Your employees will be proud of the organization they work for**



**It will reinforce a positive, productive and respectful culture**



**You will build trust with your customers and within your community**



**It shows you are an accountable business owner**



## NOW AVAILABLE! NEW COVERALL APPAREL

### NEW STYLES

Check out all of the new styles of Dri-Fit polos, t-shirts, hats, aprons and more!

### NEW COLORS

Represent the Coverall brand proudly and in style with new exciting colors to choose from.



COASTAL  
BLUE



AUTUMN  
ORANGE



LIME  
GREEN



CHARCOAL  
GREY

## THE BRAND PROMISE

The benefits of having an established franchise brand like Coverall stretches far beyond the continuous support built into your journey as a business owner. The importance of living through a brand promise can be essential as you hire and grow your business.

### This means:

- > Living the brand promise through core values
- > Hiring, training & mentoring your employees to operate those same values
- > Deliver a professional & thorough clean to your customers using the Core 4® System and Coverall's cleaning protocols
- > Being a brand ambassador everyday
- > Using Coverall business cards
- > Wearing branded Coverall apparel
- > Using Coverall Franchise Owner ID badges
- > Utilizing Coverall official marketing materials
- > Using professional language when speaking with customers & your employees

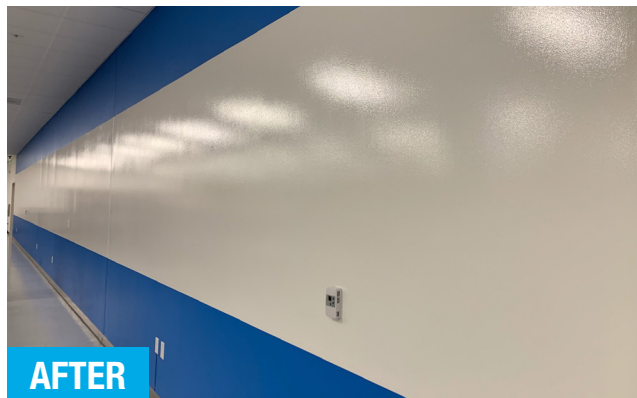
You can benefit beyond all the support Coverall brings as a franchise business owner. Ask yourself, am I living through the Coverall brand? and Remind yourself and your employees of all the opportunities when everyone is fully embracing the brand.

## SMALL BUSINESS TIPS / SPECIAL SERVICES

## AMAZING RESULTS IN SAN DIEGO



BEFORE



AFTER

A software company in San Diego was grappling with how to remove dry erase marks that had built up over time and had become a permanent fixture on the white board. They tried everything with no success until Coverall came to the rescue. After a deep clean and attention to detail, the amazing results speak for themselves. Here's another great example of how our special services can exceed our customers' expectations.



Check out more on our [Fresh Thoughts blog](#) and social stories on [Facebook](#) and [LinkedIn](#)



# INTERNATIONAL FRANCHISE ASSOCIATION'S ANNUAL CONFERENCE

The IFA conference is franchising's biggest event for business development and personal growth. This year a few members of Coverall's leadership team attended the conference in Las Vegas and participated in many educational sessions. Best practices in the area of core values, company culture, owner development, digital marketing trends, revenue growth and improving customer satisfaction were among the hot topics discussed at the four-day conference.

IFA recently studied the national impact of franchising and shared some of the results at the conference. Their survey showed that 76 percent of surveyed participants had a favorable opinion of neighborhood family-owned franchises. In addition to Coverall's corporate team, it's good to know that you have your neighbors supporting your success. Keep an eye out in upcoming weeks as we share some of these best practices and updates with you.

## DIGITAL OVERLOAD

A main topic of discussion at the IFA conference was the dramatic change in how people consume information. "Always on" digital devices like Amazon's Alexa and Google Home are helping us purchase groceries, select music and search online. The voice command technology on these devices often prompts us to include the name of a business or product.

Nutella recently ran a promotion offering users of Alexa and Google Home free samples of their hazelnut spread. The promotion only worked when consumers specifically included the Nutella name in their request for the sample. The company was able to capture critical customer data, while reinforcing its brand recognition among potential audiences. This is a perfect example of how important brand recognition is in current marketing strategies and how Nutella continues to carve their own path to brand recognition with their consumers.



We want you to know Coverall is staying ahead of the digital curve to get our brand message out across multiple digital platforms. Brand recognition will ultimately benefit your business as more people search online for commercial cleaning companies.

Here are a few actions we're taking to support the brand and franchise owners:



**DRIVING BRAND AWARENESS WITH STRATEGIC SOCIAL MEDIA**



**OPTIMIZING OUR WEBSITE FOR IMPROVED SEARCH RESULTS**



**SHARING COVERALL AND BUSINESS OWNER SUCCESS STORIES ON BLOG**

# LIMITED TIME SALE ON VIPER EQUIPMENT



The right floor machine could make the world of difference in the time and effort it takes to complete a special service for a customer. Create a more efficient clean for customers such as shops, dealerships, warehouses, schools and more.

Q2ES3  
SKU#VN2015



## VIPER SINGLE SPEED FLOOR MACHINE 20 IN.

~~Original Cost: \$642.49~~

**SALE PRICE \$574**

- > 20 in. deck size
- > 175 RPM pad speed
- > 1.5 horsepower motor

Q2ES2  
SKU#SN18WD



## VIPER SHOVELHEAD WET/DRY VACUUM

~~Original Cost: \$602.29~~

**SALE PRICE \$538**

- > 24 in. cleaning path
- > 9 ft. vacuum hose
- > 50 ft. power cord

Q2ES1  
SKU#PS480



## VIPER MANUAL SWEEPER

~~ORIGINAL COST: \$444.49~~

**SALE PRICE \$396**

- > 38 liter hopper
- > No motor, battery or power cords

**Contact your local support center TODAY to learn more about this special offer!**

Offer Valid April 1 – June 30, 2019 | Pricing does not include local sales tax and are subject to change.



## FRANCHISE OWNER ROUNDTABLE EVENT

We had a great group of franchise owners join us for our first franchise owner roundtable in Pembroke Pines, FL. We discussed strategies, business needs and heard some amazing growth stories from around the table. Thank you to everyone who attended and we look forward to meeting more of you at future round-table events!

## HUMAN RESOURCES INFORMATION



As you look to grow your business, hiring the right people is one of the most important decisions you can make. Online job boards are making the search easier. There are three major sites that we recommend: ZipRecruiter, Indeed and LinkedIn. In addition to potential candidates, they also provide small business resources to help you in the job search and with the necessary steps you need to take when hiring employees.

## 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](mailto:marketing@coverall.com) if you want to be profiled in an upcoming newsletter.