Business Processes

Training Workbook Volume 1

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Congratulations on your new Coverall Franchised Business!

Knowing how to run a business is as important as knowing how to use the Core 4® Process.

This training will give you a framework for building your commercial cleaning business.

Workbook Volume 1: Business Processes

✓ **Class 1 – Orientation**
  - Class 2 – Running your Business
  - Class 3 – Growing and Maintaining your Business
Orientation

WELCOME TO THE COVERALL® SYSTEM
Welcome to the Coverall® System

Your new business is part of a large community of Franchised Businesses.
Your local Support Center

Get to know the people in your Support Center and how they can help support your Franchised Business.
Did that guy just sneeze on the donuts?
What your customers want

- A cleaner facility
- Fewer germs
- Consistent service
- Easy to do business with
- High integrity

Happy Customers are Your Business

Brand Promise
The customer’s expectation

Brand Delivery
The customer’s experience
Discuss

- Think of a time when you were HAPPY with the service you received.
- Think of a time when you were NOT HAPPY with the service you received.
- What made the difference?
Class 1:
Orientation

TRAINING OVERVIEW
Your Initial Training Program

• Earn your Core 4® Certification
  – Basics of running a Coverall Franchised Business
  – Coverall process for commercial cleaning

• Complete the National Safety Council Bloodborne and Airborne Pathogens Course – renew annually
Coverall’s Core Values

- **Integrity**: Each of us carries our integrity with us every day to guide our decisions, actions and interactions.

- **Mutual Respect**: Every person deserves to be treated with respect.

- **Honesty**: When we are honest with each other we will find the right solutions together.

- **Trust**: When we trust each other to do the right thing and respect our thoughts and ideas, then we can have trusting conversations.

- **Team**: With integrity, honesty, mutual respect and trust, we can unite as a team that works together toward a common goal: your business success.
Discuss

- Your time
- Your preparation
- Your attention
- Your desire to succeed

What 3 things will you do to commit to learning?

#1 ___________________________

#2 ___________________________

#3 ___________________________
Let’s Review

Welcome to the Coverall® System
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1. The Coverall® Program removes the maximum amount of _____ and _____.

2. Coverall Franchised Businesses are independently _____ and _____.

3. When your customers think of the Coverall brand, they think of: a cleaner facility, fewer germs, _____ easy to do business with, and high integrity.

4. Happy _____ are your business!

5. Brand _____ is what your customers expect to get when they choose Coverall. Brand _____ is what they actually experience.

6. After you successfully complete the Initial Training Program, you will earn your Coverall _____ Certification.

7. The purpose of Coverall training is to help you be as _____ as you want to be with your Coverall Franchised Business.

8. Coverall is committed to put these values into action, and we trust that you and your employees will approach training with the same commitment: Integrity, Honesty, Mutual Respect, Trust and _____.
Orientation

INTRODUCTION TO FRANCHISED BUSINESS OWNERSHIP
• Govern your business relationship with Coverall.
• Explain what you can expect from Coverall and what Coverall requires from your business.
• If you have employees, it is your responsibility to make sure they also follow Coverall’s Policies and Procedures.
• In all cases the JFA and Franchised Business Policies and Procedures Manual are the ruling documents for your business.
Wearing three hats

• Run a business
• Represent the Coverall® brand through consistent Core 4® delivery
• Hire, train and manage others
What did I buy?

As a Coverall Franchised Business, you are:

- An independently owned and operated business
- That pays Coverall a monthly Royalty and Support fee
- For the right to do business as a Coverall Franchised Business
- With rights to use the Coverall® brand, logos and processes
- And an initial customer base
- Supported by the Coverall® System
  - Know-how transfer
  - Business development
What is my Franchised Business required to do?

✓ Communicate and participate

- Attend required Coverall training classes
- Provide Coverall with your email address and cell phone number
- Regularly contact your customers to check their satisfaction with your service
What is my Franchised Business required to do?

✓ Respect the Coverall brand

– Protect the goodwill of the Coverall® System at all times

– Protect the confidentiality of Coverall’s processes, brand and services

– Use only approved equipment, materials and supplies as defined by the Core 4® Process to provide the services your customers expect from Coverall

– Act professionally at all times with your customers
What is my Franchised Business required to do?

✔ Follow laws and rules

- Abide by local, state and federal laws that apply to your business
- Protect the safety and security of your team and your customer’s facility
- Provide insurance coverage for employees or anyone providing services to your customers
- Renew BAP certification for you and your employees
What is Initial Business?

Initial Business is the gross monthly dollar volume for the franchised package you bought.

Example:

- P-2000 is a franchise package for $2000 initial gross monthly dollar volume
- P-3000 is a franchise package for $3000 initial gross monthly dollar volume

What’s the difference between “gross” and “net”?
When will I start servicing customers?

1. **Sign Janitorial Franchise Agreement**
   - Sign agreement and meet business requirements

2. **Get Starter Kit**
   - Purchase equipment and supplies

3. **Finish Training**
   - Successfully complete the Coverall Initial Training Program

4. **Accept Customers**
   - Offer and accept customers

5. **Start Service**
   - Begin providing Coverall service to your customers
What is my Initial Offering Period?

- Coverall has between 120 and 330 business days after (1) your background screening is approved, and (2) successful completion of Initial Training to offer you your initial monthly gross dollar volume, depending on the franchise package that you bought.

- What is the Initial Offering Period for the package you bought?
What kinds of customers could I service?

- Many types of businesses choose the Coverall® Program
  - Offices
  - Healthcare
  - Retail
  - Fitness
  - Childcare/education
  - Salons
  - Many others
- National Accounts
How does Coverall offers customers to my Franchised Business?

- New or existing customer is available
- Coverall offers customer to Franchised Business(es)
- Walk through customer facility and review Coverall Service Plan (scope of work)
- Franchised Business accepts customer and starts service
What if I refuse a customer?

• If Coverall offers you customers and you unreasonably refuse them, then we may have met our obligation to offer your gross monthly dollar volume timely.

• When offered a customer, talk with Coverall to ask questions, get answers and understand the scope of work.
What happens when I accept a customer from Coverall?

• Sign a Customer Acceptance form.

• Coverall will assign the customer to your business, subject to the terms of your Janitorial Franchise Agreement, **excluding**:
  – Customers that prohibit assignment;
  – National Account Customers; and
  – Multi-site location customers.
Can I sell more services to my customers?

• Yes, you can sell more services to them.
• Coverall can also sell more services to them.
• Additional sales can help increase gross monthly dollar volume, protect you from competitors, improve customer satisfaction.
Can I get more customers beyond the franchised package I bought?

- Coverall may offer you Additional Business.
- Cost of Additional Business is monthly gross dollar volume of the customer \( X (\text{times}) \) the current multiplier.
- 50% down payment is required and financing is available.
- Coverall may offer special programs, such as “90 days same as cash,” as a way to pay for Additional Business.
Can I find and bid customers on my own?

• Yes! Submit a Lead Form to Coverall first.

• If you find and bid your own customers, you do not pay a Sales and Marketing Fee to Coverall.

• Customers you find on your own are not guaranteed by Coverall.

• Coverall bills and collects for all of your customers **whether you found them on your own or bought them from Coverall.**

• All customer billings are subject to the 10% Support Fee and 5% Royalty Fee, plus any other amounts payable to Coverall.
What fees does my business pay to Coverall?

• Support Fee = 10% of gross monthly dollar volume
  – For Coverall services including customer billing, collections and records, Cash Flow Protection Program, customer relations support and on-going training.

• Royalty Fee = 5% of gross monthly dollar volume
  – For use of the Coverall brand and processes.

• Coverall may offer other support services at a fee or cost
  Examples:
  – Equipment and supplies
  – Note payments and interest
  – Additional Business
  – Special Services Finder’s Fee (20%)
Do I need insurance for my business?

• Yes, you must carry certain types and levels of insurance for your business.

• Coverall may offer some of the required insurance but you don’t have to buy it from us. You can buy it on your own.

• If anyone provides services for your Franchised Business, then you must get **Workers’ Compensation** insurance for them.
What is a limited customer guarantee?

• Begins on the date you begin servicing each customer.

• Very important to keep your customers happy so they stay with you.

• Unhappy customers can terminate their Service Agreement.

• If you lose a customer through no fault of your own during the guarantee period, then Coverall will replace the gross monthly dollar volume provided documentation as defined in your Janitorial Franchise Agreement and Franchised Business Policies and Procedures Manual.

• **Loss of a customer for poor service damages Coverall’s brand and the public image of the entire Coverall® System, including all other Franchised Businesses.**
Let’s Review

Introduction to Franchised Business Ownership
Introduction to Franchised Business Ownership

1. As you run your business you will wear 3 hats: _____, _____ and _____.

2. Your relationship with Coverall is governed by the _____ _____ _____ (JFA).

3. The Franchised Business _____ and _____ Manual (P&P) is a summary of the JFA as it applies to day-to-day business interactions between your company and Coverall.

4. The Initial Guarantee period begins on the date that you begin _____ each customer.

5. TRUE or FALSE: Coverall encourages you to find opportunities to propose additional services, Special Services and supplies to customers.

6. TRUE or FALSE: Coverall also has the right to sell additional services, Special Services and supplies to your customers. These additional sales can help increase the gross monthly dollar volume of the Service Agreement, protect you from competitors and improve customer satisfaction.

7. After your Initial Business is fulfilled, Coverall may offer you _____ _____ . A 50% down payment is required, and financing is available for the remainder.

8. You will pay 5% of your gross monthly dollar volume as a _____ Fee for use of the Coverall brand, and 10% as a _____ Fee.

9. You must carry certain types and levels of business insurance under the terms of the Franchise Agreement. If anyone provides services for your Franchised Business then you must get _____ _____ insurance for them.