



# Newsletter

November 2017



## In This Issue

- Director's Message
- Annual Conference
- Franchise Focus
- Technical
- Machinery
- Admin & Warehouse
- Business Management
- Onsite
- Anniversaries
- US Newsletter

FEED YOUR SUCCESS  
WITH THESE **FOUR** STRATEGIES



## Director's Message

### The Chem-Dry Formula

You may have heard me talk about the Chem-Dry Formula and that it is very simple. I wanted to write this Formula down. It is not something that I have created and can be learned from the 5 Star training. What I want to do is condense it down into a simple Formula that has been the result of running and assisting Chem-Dry Franchisee for 30 years. During those 30 years I have also met with successful franchisees all over the world and attended countless Chem-Dry seminars and conventions. The Formula has changed a little over the years due to changes in marketing technology but really not too much. Some of you will have already mastered The Formula and may find that this description is too basic as you have well surpassed it, while others I know still ask "why can't I find success?"

### Work Hard

Work at least 50 hours per week. Work 8am - 6pm Monday to Friday and be willing to work half of Saturday if required. I don't just mean clean during these hours, only if you have work on. I mean work every minute of those hours even if you only have 1 job for the whole week. Spend time marketing (as the main priority), being coached, setting up systems, bookkeeping etc. Control your day and treat it like a job where the Boss is watching your hours and your activities. I know some of you have already reached your ideal revenue and like to work less hours. If you are at this stage, congratulations! For those that are not there yet, follow this basic rule of hard, consistent work.

### Website

It is essential to have not just a website but one that can be optimised for online marketing. We were surprised to find some franchisees do not yet have websites. This method has now replaced the Yellow Pages which was essential for so many years. Websites are just as essential. We can help with this.

### Adwords and Online Marketing

There is no point in having a well optimised website without at least an adwords campaign and possibly an SEO campaign. An adwords campaign should be producing 1-4 return at least, if not better. In other words, for every \$1 spent it should return \$4. Some are achieving 1-8 returns. We can help with this.

### Leaflet Dropping

If you have spare time and are not busy, set a goal to drop 200 leaflets each day. Not only will this help you get fit but it is an inexpensive way to market your business when things are quiet. We did this for many months when we first started back in 1986 and I am so surprised that many of our franchisees today are having amazing success with it still. I believe letterboxes are less cluttered these days than prior to Google, as so much marketing dollars have moved online.

## Director's Message - Continued...

### 5 Around

Knock on at least 5 surrounding neighbours homes of the home you just cleaned and introduce yourself as the local Chem-Dry Franchisee. Do more if you have more time. Explain you have just cleaned their neighbour's home and they are delighted. Ask if they would like a quote. If they are not home, leave a door hanger explaining the same.

### Services

Offer every Chem-Dry service that is possible, especially Tile & Grout. Add PURT, mould remediation etc. Also make sure to have a full toolbox of chemicals and knowledge to take care of any service a client may request. Make sure your equipment is in good shape and as soon as possible, upgrade to the latest PowerBase and PowerHead to deliver the best clean possible. Offering these extra services not only increase your chance of obtaining more work but allows you to market your business with less expense online, as you can advertise with adwords outside of the competitive carpet & upholstery space. Tile & Grout can be offered for free on every job when you are there for another service and job averages are much larger.

### Customer Satisfaction

Regardless of what Chem-Dry equipment you have, make sure you delight your clients. You want them to call you back and tell their friends and family. Be positive, friendly and professional at all times.

### Repeat

Develop a system to have your clients repeat. Usually, mail, texting and calling are sufficient about 12 months after their last job.

### Referral

Offer and apply a consistent referral program. One I like is to give the client 10-20 cards with their name written on each. Ask them to hand to their friends and family and each time one is handed back to you, their friend will get 10% off and they will get a 15% credit on their next clean for handing out the card. If they have multiple cards redeemed, they will all be honoured on the next clean.

### Job Average

This should be \$180-\$220. If it is not, we can help.

### Job Minimum

This should be at least \$120-\$140. If it is not, we can help.

### Call Conversion Rate

This should be 60-70%. If it is not, we can help.

### Upscales

This should be done at the point of contact on the phone and then onsite. Picking the services to sell at what point is essential. We can help you if this is not working well or non-existent right now.

### Online Scheduling and Accounting

We recommend using ServiceM8.com This is an essential and inexpensive tool. Every franchisee should have a monthly P&L which ServiceM8 can do of course but it can help with so much more. There really is no reason why any franchisee should still be using paper invoices and review the P&L only annually with the accountant.

### Set Goals

Start with the big ones and work backwards:

- How much revenue do I want?
- What is my job average and how many jobs will I need to perform?
- How many calls will I need to receive based on my conversion rate?
- How much will I need to spend on marketing and in which category based on my current return on investment?
- How many repeats and referrals can I rely on? This will change over time and the ad dollars should drop.

There are other things we could add to the above Formula but this is the core basics. I would like to challenge each of you to set your goals based on the above and rate yourself for each of The Formula sections from 1-10. Lachlan, Chris & I are going to be using The Formula as our standard benchmark for any franchisee we are coaching.

If you are not currently being coached and would like help implementing The Formula into your business, please contact Chris Chaplin in our office to set it up.

~ Loren Mitchell

### The benefits of Mentors

*'A lot of people have gone further than they thought they could because someone else thought they could.'* - Zig Zigler

Running your business can be at times very intimidating. I respect every one of our franchisees that have taken their future into their own hands and embraced entrepreneurship. In any business, at times you will be faced with tough decisions where you may not feel you have the experience to make the right choice. Sometimes, we may even be confident in the answer but we just need someone experienced to listen to us and agree with that choice. This is where a mentor can be invaluable to your business. A mentor is an experienced individual, (not necessarily in our industry) who utilizes their knowledge, connections and resources to help guide you through the obstacles of entrepreneurship.

Here are 6 reasons a Mentor can help you.

#### **1. Gain experience without having to do the time needed to gain experience.**

Experience takes times. Your mentor will already have the experience that you do not. They can share with you what they have learnt, what has worked and what has not worked. You can avoid wasting time on things that your mentor has already tried and focus on things that have succeeded and can be mirrored.

#### **2. A new perspective**

Sometimes we are so deep in the trenches of running our business that we are unable to step back and see what is needed and what course to take. A mentor comes in with a fresh view and a new perspective.

## Director's Message - Continued...

### 3. Network opportunities

Having someone on your side that is wanting you to succeed can mean that they may have connections that can help your business. They can open doors that you may not have ever considered.

### 4. Mentors give you confidence and encouragement

When you have someone encouraging you and giving you confidence it can really help you to grow your business. We all need encouragement and confidence.

### 5. Skill Development

There are some things in business you are great at and others you are not. An honest mentor will help you develop the skills in that which you are lacking and help turn them into strengths.

### 6. Accountability

One thing we all love about having our own business is being our own boss. However the danger with this is that we often will not have anyone we are actually accountable to. We can easily put off projects that we know would be crucial in growing our business. A mentor can give you that accountability. Someone you can report too. Someone that can help push you to become the best business person you can be.

Sir Richard Branson from Virgin Airlines famously said:

No matter how incredibly smart you think you are, or how brilliant, disruptive or plain off -the-wall your new (business) might be, everyone needs at least one good mentor. Someone, somewhere, has already been through what you are convinced nobody else has ever confronted!

It will still be your business. One of the top mistakes that entrepreneurs make with mentors is expecting that the mentor will do the work for them. A mentor can open the door, but you must walk through it. This goes both ways. Your mentor won't be "taking over" your business.

The best mentoring relationships don't cost a thing--except time. Good mentors know they should not expect anything in return for their help from a financial standpoint. Similarly, mentees must not squander that valuable commodity and should not waste a mentor's time by cancelling meetings at the last minute or involving them in trivial matters that can be handled by you. Mentor-mentee relationships are built on a foundation of mutual respect, not money.

There is no standard for how often or for how long to meet with a mentor. As with most non-formal business relations, that's entirely up to the parties involved. The only constant across all mentoring relationships is to meet regularly, and to use the time together constructively. Your mentor is not a lunch buddy--he or she is an asset, yes, but also a person with his or her own responsibilities who can only budget so much time for you. If you keep that in mind, your meetings will be fruitful.

### How do you find a Mentor?

There are a few ways:

1. Look at other successful franchisees around Australia, inside Chem-Dry and even outside. Approach them. Tell them why you would like them to be your mentor and tell them how much you respect them. Most successful people actually love mentoring others. If you ask sincerely and are respectful of their time I think most people will say yes when you ask them.

2. We can help match you with a successful Chem-Dry Franchisee in the USA. If you would like to be mentored by an experienced Chem-Dry Franchisee from the USA contact me and I will make it happen.

3. Reach out to people that you have admired or respected from afar. I still believe you will have success in them agreeing to mentor you even if you are a complete stranger to them.

4. Finally, if you would like Loren or I to mentor you we would be more than happy too. Feel free to contact us.

However you go about finding a mentor commit to making 2018 the YEAR OF THE MENTOR!

~ Lachlan Mitchell  
Director

### Directors Webinar

Please join Lachlan Mitchell & Loren Mitchell for our upcoming Directors Webinar. It will run for approx. 1 hour. Lachlan and I have spent great deal of time on support calls and regular coaching for Franchisees at all levels. This webinar will take you through The Formula and process that will help any Franchisee succeed or improve their business.

We wanted to try a different time and see how it suits everyone and hopefully make it easier for those on the West Coast. This will be a weekend breakfast/brunch webinar. So grab your cereal and eggs before we start. We look forward to seeing you there.

#### Agenda

- The Chem-Dry Formula
- Benefits of Coaching
- Open Questions on any subject

**Date:** Saturday, 25th of November, 2017

**Time:** 11am EST

#### Registration Link:

<https://attendee.gotowebinar.com/register/8608122000287260929>

**Webinar ID:** 128-288-267

## Annual Conference



# MELBOURNE – MAY 24TH - 26TH

**Franchise Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Please List Conference Attendees ONLY:**

1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

**Registration indicates your commitment. Cancellation will result in penalties up to and including the full amount being due & non-refundable**

### **EARLY BIRD PRICING (available until end of Feb 2018)**

<b><u>Single:</u></b> Conference Only = \$790	<b><u>Couple:</u></b> Conference Only = \$1190
Conference & Accommodation = \$1450	Conference & Accommodation = \$1850

**Please tick the relevant box and sign at the bottom of the page and return to [chris@chemdry.com.au](mailto:chris@chemdry.com.au)**

- Conference Only – Single       Conference Only – Couple  
 Conference & Accommodation – Single       Conference & Accommodation – Couple

## Payment Information:

**Please tick the relevant box and record your payment details. You will receive a confirmation email with totals reflecting the selection you have made**

Payment Plan – 6 Monthly payments ONLY available if registered before October 30<sup>th</sup> 2017

Cheque: Enclosed

Credit Card

Card Name –

Card Number –

CCV –

Pay in full – One payment in full MUST be paid before end of March 2018

Cheque: Enclosed

Credit Card

Card Name –

Card Number –

CCV –

**Term & Acceptance: I agree to pay for the conference registration as detailed above. I hereby authorize a charge to my credit card or supplied cheque to be banked to pay for this registration either as specified above.**

X

X

Return The Completed Form:

Mail: Chem-Dry Australia

ATT: Chris Chaplin, Annual Conference

3/30 Park Road, Mulgrave, NSW, 2756

Email: [chris@chemdry.com.au](mailto:chris@chemdry.com.au)



The **Natural** Way  
to **Cleaner** Carpets™



## Franchise Focus

### Haider Hasnain Chem-Dry Sparkle

Allow me to introduce you all to Haider Hasnain. Haider has been operating the Chem-Dry Sparkle Franchise based in the Sydney Metro for the last 15 months. Haider is enthusiastic, driven, and open-minded, and is working hard at creating success through the Chem-Dry brand.

After Loren got in touch with Haider as part of the quarterly follow-ups it was identified that Haider would be a great candidate for business coaching. He had been working very hard but wasn't quite achieving the results that he desired.

Since taking part in the Business Coaching with Loren & Lachlan, Haider has begun to see the increases that he had been searching for.

#### **Q: What have been the benefits of taking part in coaching?**

A: Having regular contact with either Loren or Lachlan has been the biggest benefit. Coming from a corporate background, sometimes it can be difficult running a franchise on your own and not really having anyone there to bounce ideas off or look at things in a different way. Irrespective of what the topic at hand is, the emotional support has been invaluable.

#### **Q: What are you doing differently now you have been involved with coaching?**

A: It has really forced me to look at my numbers. Being aware of the figures and actually knowing how much money is coming in and which customers it is coming in from has made a massive difference. This has been great for the marketing side of the business as I can understand who it is that is spending and focus on those types of customers. Because I know I have another coaching session in a few weeks, I think sub-consciously I know I need to be prepared.

#### **Q: What did you like about the way coaching is approached?**

A: In the beginning it was very broad. Lots of questions about my franchise and facts on the state of the business. The more we have met the more we have narrowed down actions to take and what I can do to benefit my franchise. Aspects such as ADwords, customer service and accounting have been a big focus.

#### **Q: Talk to me about your experience with ADwords, I understand you are now working with Phil Preis?**

A: That's right. I was doing Google ADwords myself for a while and found that I wasn't having a great deal of success. Since working with Phil I have been taken aback by the return on investment and am very happy with the results so far.

#### **Q: What's next for Chem-Dry Sparkle?**

A: I am going to keep a closer eye on the financial side of the business. I have changed the way I follow up my customer database too. Lachlan made the suggestion to approach the customer with a courtesy call rather than just sending out bulk emails. I have found since doing this I have been able to build a better relationship with my customers and created more work for myself.

Currently I am looking at ServiceM8 and will begin running my franchise with the software within the next few weeks.

Chem-Dry Australia looks forward to seeing Haider's franchise grow and wishes him every success for the rest of 2017 and beyond!

### Chem-Dry Open

It's that time of year again - Chris Bywater and the team at Quick-Dry Chem-Dry have held the Annual Chem-Dry Open! This round of golf has been run for over two decades now and is a great example of what franchisees can do to promote the brand and connect with their business partners (or customers). The day out on the green had fierce competition as always and Gary McCall earned himself the cup with John Marshall scoring 2nd place.

Chem-Dry Australia would like to congratulate Quick-Dry Chem-Dry on another successful event!



## Technical

### Safety Procedures for Handling Chemicals

Chem-Dry Products are the most effective professional cleaning products on the market. With our effective and potent formulas come inherent risks and it is important to ensure that proper safety procedures are being followed. These procedures are created to physically protect the Franchisee or Technician applying the products and should be kept in mind when training new technicians for your franchise.

#### Why is it important follow correct safety procedure?

This first point is obvious; no one wants to be hurt on the job. The Chem-Dry Safety Procedures are designed to protect you from harm. Remember, whilst you may become familiar and comfortable with these products many of them can still be highly hazardous and proper procedure should always be applied.

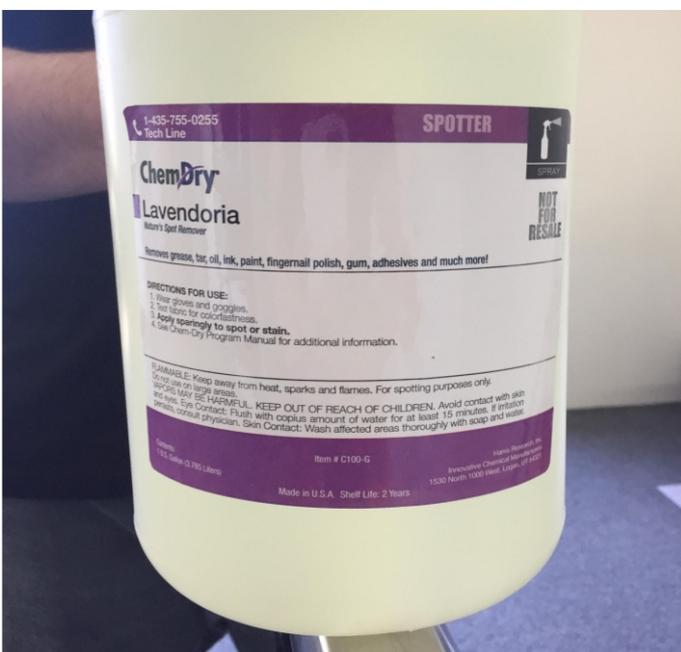
Safety Procedures are also very important from a liability stand-point. Just as no Franchisee would want to be hurt on the job, no business would want to be facing work cover for failure to comply with WHS. If you have not trained a technician on proper safety procedures and they suffer injury and loss of income, you may be liable. The easiest way to avoid that kind of situation is to commit to always following the correct procedure regardless of circumstance.

#### Always follow proper mixing instructions and application!

Following the Chem-Dry method and correct application as per The Mixing Instructions for each product will ensure that all safety requirements are met. If you are ever unsure on the methods for mixing and applying, refer to your Mixing Instructions & SDS (which are available on the Gateway). If you are still unsure feel free to contact Head Office for assistance. We are always happy to help.

#### Always wear safety gloves and goggles as needed!

As careful as you may be when handling chemicals sometimes accidents do happen. Products such as Lavendoria require the franchisee or technician to wear goggles and gloves whenever applying the product. Whilst taking these measures may be irritating at times, having skin issues with your hands or loss of sight due to the chemical coming on contact with your eyes would be much worse. Note that the first instruction on the bottle is to wear gloves and goggles.



### Chem-Dry Product Dilution Guide (v1.0)

Product	Mix Ratio	US Imperial	AU Metric	Safety When Mixing
<b>A Aqueguard</b>	N/A	Ready to Use	Ready to Use	☐
<b>Area Rug Cleaner</b>	1 : 6	2 x Caps 1 x Gallon Water	500ml : 3.6 x Litres Water	☐
<b>B Brown Out Remover</b>	1 : 50	8 x Oz / 5 x Gallons Water	240 Grams / 11.5 Litres Water	☐
<b>C CCP Gold</b>	1 : 4	1 x Gallon / 4 x Gallons Water	3.6 x Litres / 15 x Litres Water	☐
<b>CleanDry Carpet &amp; Upholstery</b>	1 : 6 or 1 : 4	4 to 8 x Fl Oz / 1 x Quart	120ml to 240ml / 900ml Water	☐
<b>Commercial Pro Encapsulating Cleaner</b>	1 : 16	8 x Fl Oz / 1 x Gallon Warm Water	240ml : 3.6 x Litres Water	☐
<b>Commercial Pro Green Encapsulating Cleaner</b>	1 : 16	8 x Fl Oz / 1 x Gallon Warm Water	240ml : 3.6 x Litres Water	☐
<b>Decon 30 Botanical Disinfectant</b>	N/A	Ready to Use	Ready to Use	☐
<b>Defoamer</b>	N/A	2 x Fl Oz - 3 x Fl Oz into Prebunk	60ml - 90ml into Washbunk	☐
<b>Double Indemnity</b>	1 : 65	1 x Packet / 1 x Gallon Warm Water 4 x Backscoop / 1 x Quart Warm Water	1 x Packet / 3.6 x Litres Water 15 grams / 900ml Water	☐
<b>Dye-Lock</b>	1 : 60	1 x Cap / 5 x Gallons Water	250ml / 15 x Litres Water	☐
<b>Dust Mite Anti Allergen</b>	1 : 3	1 x Part Chemical / 3 x Parts Water	1 x Part Chemical / 3 x Parts Water	☐
<b>E Eraser +</b>	1 : 60	1 x Cap / 5 x Gallons 'The Natural'	250ml / 15 x Litres 'The Natural'	☐
<b>F Filtration Line Remover</b>	N/A	Ready to Use	Ready to Use	☐
<b>Final Rinse</b>	1 : 32	1/2 x Cap / 1 x Gallon Water	125ml / 3.6 x Litres Water	☐
<b>Fizzer</b>	N/A	Ready to Use	Ready to Use	☐
<b>Fragrances</b>				
- Co-spray with PURT II	1 : 16	1 x Cap / 1 x Gallon PURT II	250ml / 3.6 x Litres PURT II	☐
- Co-spray with Natural A & B	1 : 80	1 x Cap / 5 x Gallons 'The Natural'	250ml / 15 x Litres 'The Natural'	☐
- Trigger Sprayer	1 : 8	4 x Fl Oz / 1 x Quart Water	120ml / 300ml Water	☐
<b>G Green Monitor</b>	1 : 32	4 x Fl Oz / 1 x Gallon Water	120ml / 3.6 x Litres Water	☐
<b>Haitan Cotton &amp; Upholstery Cleaner</b>	1 : 4	4 x Caps / 1 x Gallon Water	1 x Liter / 3.6 x Litres Water	☐
<b>I Ink Remover</b>	N/A	Ready to Use	Ready to Use	☐
<b>Insurance The Chemical</b>	N/A	Ready to Use	Ready to Use	☐
<b>I've Tried Everything</b>	N/A	Ready to Use	Ready to Use	☐
<b>K KB-4 Mylon</b>	N/A	1 x Scoop / 1 x Gallon Hot Water	1 x Scoop / 3.6 x Litres Hot Water	☐
<b>L Lavendoria</b>	N/A	Ready to Use	Ready to Use	☐
<b>Liquid PURT</b>	1 : 1 - 8	1/8 x Caps Part A / 15 x Caps Part B / 1 x Gallon Water	375ml Part A / 375ml Part B / 3 x Litres Water	☐
<b>N Natural V</b>	N/A	1 x Packet / 5 x Gallons Warm Water	1 x Packet / 15 x Litres Warm Water	☐
<b>Natural II</b>	N/A	1 x Packet / 5 x Gallons Warm Water	1 x Packet / 15 x Litres Warm Water	☐
<b>Natural for Wood</b>	N/A	1 x Packet / 5 x Gallons Warm Water	1 x Packet / 15 x Litres Warm Water	☐
<b>M Milgo Plus</b>	1 : 64	1 x Fl Oz / 1 x Gallon Water	30ml / 3.6 x Litres Water	☐
<b>Milgo SR</b>				
- Carpets	1 : 8	16 x Fl Oz / 1 x Gallon Water	480ml / 3.6 x Litres Water	☐
- Shower Drainage	1 : 8	16 x Fl Oz / 1 x Gallon Water	480ml / 3.6 x Litres Water	☐
- Sewer Back Up	1 : 4	32 x Fl Oz / 1 x Gallon Water	960ml / 3.6 x Litres Water	☐
<b>O Olefin Pre-Spray</b>	1 : 8	2 x Caps / 1 x Gallon Water	500ml / 3.6 x Litres Water	☐
<b>Oxy Bright Pre-Spray</b>	4 : 12 - 15 oz / 1 x Gallon Water (Part A) 1 - 3 Fl Oz / Part B into Dilutor Part A		120ml - 460ml / 3.6 x Litres Water (Part A) 30ml - 90ml Part B into Dilutor Part A	☐
<b>Oxy Spotter</b>	N/A	Ready to Use	Ready to Use	☐
<b>P Pro-Tessile</b>	N/A	Ready to Use	Ready to Use	☐
<b>Professional Strength Spot Remover</b>	1 : 80	8 x Fl Oz / 5 x Gallons Water	240ml / 15 x Litres Water	☐
<b>PURT for Wool</b>	N/A	1 x Packet / 1 x Gallon Warm Water	1 x Packet / 3.6 x Litres Warm Water	☐
<b>PURT II</b>	N/A	1 x Packet / 1 x Gallon Warm Water	1 x Packet / 3.6 x Litres Warm Water	☐
<b>PURT III</b>	N/A	1 x Packet / 1 x Gallon Warm Water	1 x Packet / 3.6 x Litres Warm Water	☐
<b>Powerguard</b>	1 : 60	1 x Cap / 5 x Gallons 'The Natural'	250ml / 15 x Litres 'The Natural'	☐
<b>R Red Alert</b>	N/A	Ready to Use	Ready to Use	☐
<b>Repel Protectant</b>	1 : 60	1 x Cap / 5 x Gallons 'The Natural'	250ml / 15 x Litres 'The Natural'	☐
<b>R.U.T. Step 1</b>	1 : 50	12 x Fl Oz / 5 x Gallons Warm Water	360ml / 15 x Litres Warm Water	☐
<b>R.U.T. Step 2</b>	1 : 25	8 oz (2 x Scoops) / 20 x Gallons Water	240 Grams (2 x Scoops) / 76 x Litres Water	☐
<b>S Stain Out (A &amp; B)</b>	6 : 1	3 x Fl Oz Part A / 1/2 Fl Oz Part B	90ml Part A / 15ml Part B	☐
<b>T T-Rest</b>	N/A	Ready to Use	Ready to Use	☐
<b>Thrasher</b>	1 : 32	1 x Scoop (4 x Oz) / 1 x Gallon Hot Water	1 x Scoop (120 Grams) / 3.6 x Litres Hot Water	☐
<b>U Upholstery Colorfast</b>	1 : 32	4 x Fl Oz / 1 x Gallon Water	120ml / 3.6 x Litres Water	☐
<b>Upholstery Dry Cleaning Solutions</b>	N/A	Ready to Use	Ready to Use	☐
<b>Upholstery Wet Foam Cleaner</b>	1 : 16 or 1 : 19	8 to 12 Fl Oz / 1 x Gallon Water	240ml to 360ml / 3.6 x Litres Water	☐

Product	Mix Ratio	US Imperial	AU Metric	Safety When Mixing
<b>I Intensity</b>	N/A	Ready to Use	Ready to Use	☐
<b>L Low Haze Tile Sealer</b>	N/A	Ready to Use	Ready to Use	☐
<b>R Radiance Stone Polish Spray</b>	N/A	Ready to Use	Ready to Use	☐
<b>Renew Cleaner Concentrate</b>	1 : 64	2 x Fl Oz / 1 x Gallon Hot Water	60ml / 3.6 x Litres Hot Water	☐
<b>TG-12 Concentrate</b>	1 : 6	1 x Quart / 2 x Gallons Water	950ml / 7.6 x Litres Water	☐
<b>TG-2</b>	1 : 4	1 x Part Product / 4 x Parts Water	1 x Part Product / 4 x Parts Water	☐
<b>TG-7</b>	1 : 4	1 x Part Product / 4 x Parts Water	1 x Part Product / 4 x Parts Water	☐
<b>Tile &amp; Grout Sealer</b>	N/A	Ready to Use	Ready to Use	☐
<b>Tile &amp; Stone Grease &amp; Oil Remover</b>	N/A	Ready to Use	Ready to Use	☐

**Product Safety Descriptions**

- Wear gloves when mixing product, or otherwise avoid contact with skin
- Wear eye protection when mixing product, or otherwise avoid contact with eyes.
- Do not inhale vapour when mixing product, mix in a well ventilated area.
- Flammable - Flammable Product. Do not mix near open flame.
- Warning - Oxidizing Agent
- Warning - Corrosive Product

## P.U.R.T. III



The PURT III is the new & improved version of the PURT II. The inclusion of the fragrance is a great add-on to an already wonderful product. Previously with the PURT II the odor of the pet urine often became a lot worse before it got better... Not any longer. PURT III will hide odors with a pleasant fragrance long enough for PURT III to do its job. The PURT III has now replaced the PURT II in our warehouse; the price is \$121.20 + GST per box (16 sachets). Please read below for a full description of this new product.

**Your Healthy Home Starts Here**

If you love your pet,  
you will love P.U.R.T.®

**What is P.U.R.T.?**

P.U.R.T. stands for Pet Urine Removal Treatment and is only offered by Chem-Dry. If you have pets, you probably have urine stains in your carpet. Urine deposited on carpet does not stay there, it penetrates the fibers and contaminates both the backing of the carpet and the flooring material below the carpet.

**HOW URINE SPREADS**

Chem-Dry franchises worldwide face the opportunities associated with pet urine. Next to carpet Protectant, solving odor issues may be the most urgent for your customers. Because of its prevalence in the market, pet urine removal can literally become one of the largest segments of your Chem-Dry franchise.

P.U.R.T. III is the leading odor removal product in the industry. Its revolutionary chemistry is unparalleled at removing not only urine odors but all kinds of common odor and urine stain problems you'll encounter in carpet, upholstery, area rugs, mattresses and much more. P.U.R.T. III is specially formulated with three unique odor controlling components. 1 – An oxidizer. Oxidizers work by adding oxygen to a stain or odor molecule and exploding the molecule into fragments; eliminating the odor entirely. The oxidizers in P.U.R.T. III work not only on the urine odors, but also on the urine stain itself. 2 – Molecular Entrapment technology. As the oxidizers in P.U.R.T. III explode the odors, molecular entrapment cause molecules to be heavy, keeping them low to the carpet and out of the breathing zone. It also neutralizes the odor molecules into non-malodor

compounds. This means the initial off-gassing of odor sometimes associated with oxidizers is virtually eliminated, making the odor removal experience for the customer much more pleasant. 3 – P.U.R.T. III has a fresh fragrance added to the product. Any odor you might notice is masked with a fresh, light fragrance that is not overpowering and lasts long enough to mask any minor odors until P.U.R.T. III has done its magic.

With P.U.R.T. III you'll find that you'll be able to offer the most superior pet stain and odor removal service in the industry.

When you approach a P.U.R.T. job, do so with the understanding that this is restoration work and charge accordingly. Your first step after identifying the location of the urine will be to rinse the spot well.

**TESTED  
AND  
PROVEN  
FOR**

**PET URINE  
& ODOR  
REMOVAL**

**Chem-Dry Removes:\***

99.9%

of pet urine odors from carpets

99.2%

of bacteria from pet urine in carpets

\* Based on results of a study conducted by an independent laboratory of Chem-Dry's P.U.R.T. (Pet Urine Removal Treatment) process. Odor results based on testing with the most common odor sources found in dog and cat urine. Bacteria results based on Chem-Dry's Hot Carbonating Extraction cleaning process and a sanitizer, combined with P.U.R.T. Figures are an average across multiple tests.

### Warning

Because P.U.R.T. III is an oxidizing agent, there is a risk of fading colors on any fabric, especially when working with natural fibers. Urine can also cause color loss to the carpet. For these reasons, ALWAYS have the customer sign a waiver / disclaimer before any work begins. Always pretest in an inconspicuous areas. Always exercise caution.

### Product Safety

Once mixed, the product will off gas. Capping the container will cause it to expand and possibly split the container. Wear safety glasses, gloves and avoid any contact with the product. Keep out of reach of children. Read Safety Data Sheets (SDS) before using this product. In case of ingestion, do not induce vomiting. Instead, contact a physician immediately.

### Shelf Life

P.U.R.T. III has a two year shelf life when unmixed and when stored away from sunlight and extreme temperatures. Once mixed with water, P.U.R.T. III must be used within a few hours or the potency is lost.

### Transport

Please be aware that because the PURT III is classed as an oxidizing agent it will need to be shipped via TNT & not our usual freight company (Direct Freight Express). This means that unfortunately the freight cost will be higher than usual.

### MIXING & APPLICATION INSTRUCTIONS

1. Locate urine using a black light, moisture detector, or your nose.
2. Rinse contaminated areas well with hot water and extract with the

WaterClaw®, PowerHead or an extraction wand.

3. Mix one packet of P.U.R.T. III to one gallon of warm water. Allow it to dissolve completely by shaking or stirring.

4. Soak affected areas with P.U.R.T. III. Work into pad by applying pressure. Make sure P.U.R.T. III is in direct contact with all of the contaminated areas.

5. Lightly extract the face fibers and allow P.U.R.T. III to dry. (Carpet should remain wet for 24-48 hours.



# Smelly Carpet?

**We specialize in pet urine removal**

Specially formulated to eliminate urine odors, even with the most severe urine damage. Urine in carpeting is a severe problem that if left unchecked could result in major restoration work.





**P.U.R.T.®**  
Pet Urine Removal Treatment

~ Luke Rice

## P.U.R.T – Handling Objections

Pet Urine Removal Treatment, or P.U.R.T. for short, is one of Chem-Dry's stand out products. P.U.R.T. remains a major drawing card for would be customers and demonstrates both the advanced formulas that Chem-Dry employs as well as the skill of our franchisees in application.

When discussing P.U.R.T. with new customers it's important to keep in mind that YOU are the expert and that YOU are the one to educate the customer on what level of service Chem-Dry is able to provide. The way you approach a question or enquiry can make all the difference when it comes to turning that expression of interest into a job.

"My dog peed on the carpet and it's horribly stained, it has been for months. Can P.U.R.T. get rid of the stain?" This question is a common scenario that some franchisees may have difficulty handling and converting into a sale. It may be tempting to just respond with "no, P.U.R.T cannot remove urine stains" and assume the customer will not want the treatment and move on... HOWEVER

you will never know the potential of a customer if you do not ask questions and educate them! Rather than doing this, why not learn more about what the customer is looking for and show how your services can be of benefit to them?

Yes, P.U.R.T. is a Pet Urine Treatment, meaning that its primary purpose is to de-odourise, destroy urine crystals, and thoroughly restore the cleanliness of the carpet or fabric. It's effectiveness against stains will vary, dependent on many factors such as the length of time the urine has been present, whether or not it has reached the backing of the carpet or rug, if it has bleached the fibres, and if other attempts to clean the spot have been made etc. It can be a little risky offering P.U.R.T. treatment if a customer wants it for stain removal and you're clear on what results you will have, right? WRONG!

Focus on what P.U.R.T. CAN do for the customer! If the customer is interested in the treatment for stain removal then it is certainly worth asking questions around it's other benefits such as: How would you feel if I was able to fully treat and de-odourise the spot? How would you feel if I was able to eradicate all the urine crystals present? Would you prefer the area to remain dirty or receive a treatment and be clean? I may not be able to fully clean the stain, but I can thoroughly clean and treat the urine, would you be happy with that?

Remember, our business is one of cleaning and restoration and whilst aesthetics are certainly important the restorative benefits of P.U.R.T. are the real strengths. If you are not confident with P.U.R.T. and are not offering this service I would encourage you to consider the pros and cons of having this powerful product as part of your Chem-Dry toolbox. There is money to be made.

If you are choosing to not provide this treatment I would suggest that you arrange a referral system with other franchisees if you do not already have one in place. This would enable to you to make a commission on the job, provide work for another franchise and ensure that the customer is giving work to Chem-Dry and not our competition.

How do you handle P.U.R.T. enquiries? I would love to hear your feedback and stories on your success and challenges around the product.

~ Chris Chaplin

## Admin & Warehouse



*This is a quick follow up to the email Lachlan sent out a few weeks ago about the issues we've been having with our Spot Remover cans. We have decided to order the new & improved upright trigger sprayers rather than the inverted nitrogen cans & upright soft top sprayers we have recently been supplying as there have been several complaints regarding these. The new cans will be available to purchase in approximately 6 weeks.*

"The World Famous Spot Remover (WFSR) consumer product has been an important Chem-Dry branding tool for decades, helping franchisees build a relationship between cleanings with a consumer product that is vastly superior to any other spotter on the market. Over the past several years, HRI has heard from franchisees with requests to develop solutions to a couple of key concerns tied to the WFSR product. These issues were 1) Breaking Acc-u-sol Triggers and 2) Product not expelling completely from the canister.

### **Options for Franchisees:**

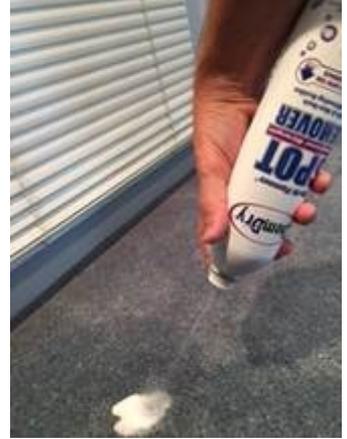
Based on differing requests and preferences from franchisees, we have decided to offer 2 options for franchisees to choose from: Inverted (downward) Style Cans with Nitrogen and Acc-u-sol Trigger Cans with Nitrogen. Details are below:

Inverted with Nitrogen	Acc-u-sol Trigger with Nitrogen
	
* Hold can upside down.	* Hold can upright. Line up nozzle to point toward dot on top of can.
* Nitrogen propellant. Green Certified. Non-flammable.	* Nitrogen propellant. Green Certified. Non-flammable.
* No dip tube, holding can downward expels product.	* Aligning the nozzle with the blue dot ensures that the dip tube is in proper position.
* Standard packaging.	* Improved packaging to minimize breakage issues and replacement triggers available.

### **Additional Product Information:**

#### **WFSR Inverted Can – Downward, Nitrogen Propellant**

These cans have been and will continue to be available. Small improvements in labeling will be implemented over time, including a more attractive cap design with space for franchisees to apply a sticker with local contact information. As is the case today, these cans will continue to use Nitrogen as the propellant and are Green Certified. Also, they do not have significant breakage concerns during transit. Technicians are encouraged to show consumers how to use the product upon purchase. Note that holding the can upside down is very effective at getting all the solution out.



#### **WFSR Acc-u-sol Trigger Can – Upright, Nitrogen Propellant**

These cans feature the popular Acc-u-sol Trigger. The propellant is Nitrogen, which enables this product to be Green Certified. A dot near the top of the can enables the user to align the nozzle with the dip tube in the can to expel the maximum amount of solution. Also, packaging has been beefed up to minimize the chances of damage during transit. A black foam pad is added to the box to minimize damage during transit. Triggers will be available to franchisees to replace any which are broken in-transit. As in the past, the blue tab on top of the Acc-u-sol Trigger must be removed prior to use. It is suggested that technicians tear away the blue tab from the top of the can and ensure the trigger is aligned with the blue dot before handing over to the consumer.



### **Conclusion**

In summary, we feel that these two options provide working solutions for franchisees to offer their customers a high-quality product that is functional and reliable. The WFSR product is a remarkable formula that wins out across tests for its ability to clean without resoiling. These changes do not impact the cleaning results, but rather improve the customer's experience with using the product and getting the most from their purchase. We appreciate your patience as we have tested many different styles and types. We have explored a wide variety of options for resolutions, and have worked to listen to the VOC and franchisees about this product. We recognize the frustrations many franchisees have experienced related to this product. To those impacted, we sincerely apologize for your inconveniences and hope to deliver resolutions that are supportive and meaningful".

~ Luke Rice

## Admin & Warehouse - Continued...

### HEAD OFFICE HOLIDAY PERIOD CLOSURE



This is a notice to all Franchisee's that the Office & Warehouse will be closed from 5pm EST on the 22nd of December, until Tuesday the 2nd of January.

For any urgent matters during this time you can reach Chris Chaplin on 0481 769 912, or Stephanie Rice on 0422 098 450.

The Pay Per Lead system will still be running, so any Franchisees using this service will still receive calls as normal.

Unfortunately NO stock orders will be taken or shipped during this period. Please make sure all required orders are in to Luke no later than 11:30am EST Friday the 22nd of December to ensure you have everything you need in time.



~ Stephanie Rice

## Business Management

### Communication – The cornerstone of any business



The importance of effective communication in the workplace is quite high. Listed below are a few ways in which we can all help to improve our communication skills:

1. Listen, listen, and listen – People want to know that they are being heard and have your undivided attention whilst talking.
2. Who you are talking to matters – always keep in mind the person you are communicating with as acronyms and informal language may have no place in your message.
3. Body language matters – open body language is especially important when face to face or video conferencing.
4. Check your message before you hit send – double check what you have written for spelling, grammar and that you are saying what you intend.
5. Write things down – constantly take notes as you are listening so you won't have to rely on your memory.
6. Sometimes it's better to pick up the phone – if you have a lot to say or feel that it could be misinterpreted via an email it's best to make a call.
7. Maintain a positive attitude and smile – even when talking on the phone because your positive attitude will shine through.

**“Communication must be HOT. That’s Honest, Open, and Two-way.” - Dan Oswald**

~ Donna Amery

### Referrals

As the Chem-Dry Franchise Sales assistant many of you may think there aren't many ways I can help you, but I actually have 5,000 very good ways I can help you.

If you send me a referral for someone who is interested in buying a franchise and they sign on with us we will pay you a \$5,000 referral commission as a big thank you for growing the Chem-Dry brand. The referral can be anyone from a neighbour, friend, family member or even a customer. Keep this in mind next time you clean someone's carpets and they are blown away by the amazing job you did.

Please make sure if you do give them the head office number to mention that they know you. I look forward to hearing from you soon!

~ Josh Wood

## Onsite

### ServiceM8

As any franchise grows, the administrative side of the business can become incredibly time consuming and if not managed properly it can create countless headaches for franchisees. It is up to each franchise to choose and develop strategies that work best for them. Chem-Dry Australia have found that multiple franchises have had success running their business by implementing ServiceM8!

ServiceM8 is an App Based Field Service Management Solution. Essentially, ServiceM8 is a platform that brings together your job, staff, customer, and invoice management with an easy and intuitive user interface that can be accessed anywhere with any Apple device. This streamlines the whole sales process from the initial customer contact quote to invoicing and processing.

Using an iPhone or iPad, technicians are able to input all the data around a quote on the spot with all the customer details. This can then be sent digitally through to your preferred accounting software (ServiceM8 integrates with MYOB, Quickbooks and Xero) meaning your invoice can be processed in seconds. This enables higher efficiency and improved cashflow as administration time can be drastically reduced utilising this paperless system.

ServiceM8 are constantly updating their software and the latest updates are impressive to say the least. It now has a quoting feature in which you can take a photo of a surface area, the App will scan the size of the area and produce a quote accordingly. This could be a massive advantage if you want to simplify the quotation process for technicians that are on the road.

ServiceM8 is also an affordable solution which charges you based on how many jobs you process through the system. Charges can be as low as 35 cents per job with the first 20 jobs per month given free.

The support side of ServiceM8 is also very interactive and they offer a live demo and wealth of instructional videos for anyone that is interested in taking advantage of their solution.

Here are some links to ServiceM8 videos explaining in further detail the capabilities of the software:

ServiceM8 website: <https://www.servicem8.com/au/>  
 Tour of ServiceM8 features: <https://www.servicem8.com/au/tour>

Videos:  
 Overview of ServiceM8: <https://youtu.be/cu-hVPKgrl4>  
 Newest Features: <https://youtu.be/iXevr-4wd3A>  
 Introduction to Servicem8: <https://youtu.be/bwjScKyQbLo>

What does your franchise use? We would love to learn more about what strategies the network is implementing. If you end up (or are currently) using ServiceM8 I would love to hear your feedback on how it works for you!

~ Chris Chaplin

## Anniversaries

Congratulation to all the Franchisees celebrating another year with Chem-Dry Australia this month!

Chem-Dry Clean & Fresh	7 Years
Advanced Chem-Dry	7 Years
Chem-Dry Magic	10 Years
Chem-Dry Deluxe	11 Years
Chem-Dry Action NSW	24 Years
Chem-Dry Distinction II	24 Years
Chem-Dry QuickDry NSW	24 Years
Shire Chem-Dry NSW	11 years

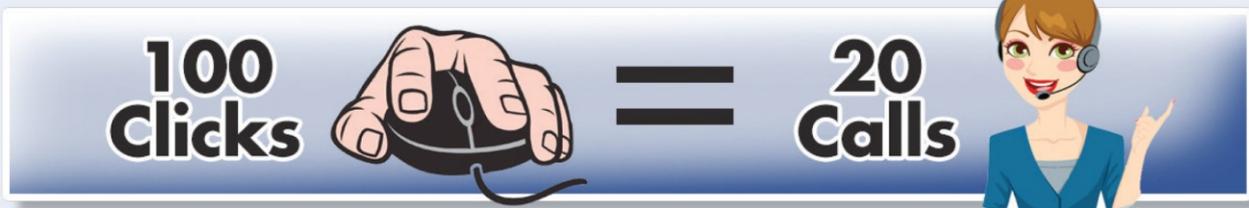
## US Newsletter



## Why Some PPC Campaigns Succeed While Others Fail

When evaluating whether you're running a successful PPC campaign, it all comes down to your return on investment (ROI). There are several key factors that, if managed correctly, will improve your ROI but if managed incorrectly, will lower your ROI. The purpose of this article is to share what these key factors are and quantify how following some basic best practices can deliver a stronger ROI.

First, let's go over the numbers. Based on hundreds of campaigns, we are finding that the average number of calls to our call tracking numbers is between 20% - 25% of the ad clicks. This means if your ad generates 100 clicks, you will receive about 20 calls on average. That is, if your ad is enticing enough to generate calls. More on that later.



When those calls come in, you need to have at least a 65% - 70% booking rate, which is the average booking rate across the Chem-Dry network. However, if you attain a higher booking rate, you obviously improve your ROI. If your campaign generates 20 calls and you book 65% of those calls, you now have 13 jobs booked.



Next, we look at job average. The average job size across Chem-Dry franchisees is approximately \$260. That means that those 13 jobs booked would produce roughly \$3,380.



The average cost per click can vary by market size and other factors, but the average is around \$8 per click. This can be much higher though, and how you build your campaign can help reduce your cost per click. Using these averages, 100 clicks would cost \$800. With a return of \$3,380, the ROI averages around 4.2:1



## Follow these best practices to avoid common mistakes and boost your PPC Campaign ROI.

1. **Stay away from broad match keywords.** Broad match means you've set your ads up in a way that a search for a term like "carpet cleaning" will show up when someone in your area searches for "carpet cleaning spray" or "carpet cleaning rentals". If this is the case and someone clicks on your ad, but sees that you do not sell sprays or rent machines, you are still billed for the click, even though the person clicking on your ad never called you. How you set up your keywords is critical. You can read more about that here: <https://support.google.com/adwords/answer/2497836?hl=en>
2. **Develop ads with high quality scores.** Google monitors your ads and the click destination. If the ad you are running leads to a page that doesn't support that ad very well, Google will still run the ad for you, but will charge you more for the click. To improve your quality score, try sending the customer to a page with a video explaining the process, that provides answers to common questions, and (if desired) with a coupon or offer that matches the ad. For example your ad headline may read: "Quality Carpet Cleaning by Chem-Dry – Save \$50." This link should then lead the customer to a page where they find the above mentioned information, and the coupon for \$50 off. The better your landing page is, the less you pay for your clicks.
3. **Answer your phone when the customer calls.** With the need to book at least 65% of the clients who call, it's no wonder that if you only answer 50% of your calls, you've already lost money. Based on the calls we've reviewed and listened to, the number of potential clients who leave a message for an owner to call back is very low, in the neighborhood of 1 in 10. The bottom line is you can't afford to miss a call and not answer the phone. Think about it this way – if it costs \$800 for 100 clicks and you get 20 calls, each call is costing you roughly \$40. If you don't answer your phone, you're throwing away that \$40 and that potential new customer.
4. **Track and work toward increasing your booking rate.** We love to hear franchisees say "I don't let them off the phone until I get booked for at least something." While it's pretty obvious, the higher your booking rate, the better your ROI. To illustrate that, if you increased your booking rate from 65% to 80%, your income using the numbers above jumps to \$4,160 which is an ROI of 5.2:1. Once you're in the home, you also have the opportunity to upsell additional services to achieve an even higher job size. But if you don't book the job, you not only lost your \$40 but also the revenue the job would have generated and, possibly, a lifetime customer.
5. **Don't give up too early.** Another common mistake is to try PPC for a month or two and then quit if you don't like the early results. As mentioned above, there is a lot of research, testing and optimization that takes place with every new campaign to make the most of it and achieve the desired results. It usually takes at least three months of data and continual effort to refine and hone your campaign to begin achieving your desired metrics. Each month, digital marketing vendors receive valuable data that can help them improve your campaigns and they should be sharing the results with you so that you know how you're performing and what they're doing to optimize your campaign and performance. So it's important to give PPC a minimum of three months (but realistically more like six months) to be able to gauge what it can do for you and your business. Since ours is a seasonal business, it's also important to consider the time of year when making decisions about how effective your campaign is.
6. **Set your budget based on your goals.** Based on the numbers we've shared, if you were to fund your PPC account with say \$250, you would have around 30 clicks, which would translate into about 6 calls. With a 65% booking rate, that would turn into 4 jobs, which is about 1 job a week – not enough to make a real difference in your business. The best way to set an appropriate PPC budget is to decide how many jobs you want PPC to generate for you. If you want it to deliver 1 job per day (meaning 5 jobs a week and 20 jobs for the month), you'd need to:
  - a. Generate 31 calls, assuming a 65% booking rate
  - b. Generate 160 clicks, assuming 20% of your clicks turn into calls
  - c. Have a PPC budget of \$1,280, with each click costing an average of \$8

**In summary:** There are plenty of pitfalls when you run a PPC campaign the wrong way. But when you run it the right way like setting the correct budget based on your goals, giving the program 6 months or longer so your digital marketing vendor can optimize it and hit your goals, answering the phone and focusing on hitting a higher booking rate, your ROI can be as high as 5:1 or more. If you're in a large area with a lot of folks searching for carpet cleaning and you have a well-honed PPC campaign that you're funding properly, a \$2,500 per month PPC budget can drive \$12,500 or more in monthly revenue.

To learn more about how a PPC campaign can help you and why it's the #1 source for new customer leads for most of our top franchisees, call WMS today. We can discuss the dynamics of your market, estimate what you can expect to spend per click, review your goals and help you determine the budget that will help you meet those goals.

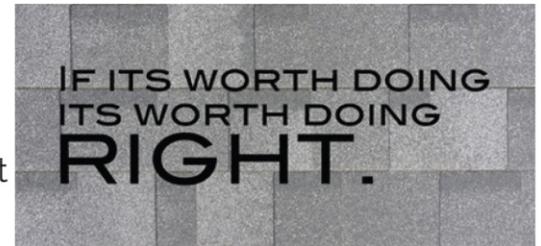


## PPC Done Right

by Scott Ostermiller

There's a saying that goes back a long, long time. "If it's worth doing, it's worth doing right."

It's applicable in so many ways, but today I'd like to apply it to Pay-Per-Click advertising. I've stated many times that I'm confident enough in PPC that I'd be willing to stake my personal and professional reputation on it - when it's done right. Let's talk about what that looks like.



### Before We Get Started

With VERY few exceptions, I would not have you get our theme confused with "If you want it done right, do it yourself." Just like it's worthwhile for your customers to hire you to solve their problems, I would recommend that you hire someone to handle PPC advertising for you. It's not a "set it and forget it" sort of platform. It needs daily maintenance and management, which is not necessarily entrepreneur-friendly. You have a lot more important things to worry about, so it's worth handing off to an expert that can focus on it.



### What "PPC Done Right" Looks Like

Pay-Per-Click advertising on all platforms (Google AdWords, Yahoo!, Bing, Facebook, Instagram, Doubleclick, etc.) is a very complicated and intricate practice that's not easily mastered or maintained. It takes a very specialized skill set to appropriately organize and execute campaigns.

In order for PPC to be done right it needs the following elements to be dialed in:

1. An appropriate budget
2. Impression Share
3. Targeting
4. Click-Through-Rate

I'll touch on the first one in this article, and the rest in upcoming newsletters.

1. Budget
2. Impressions
3. Targeting
4. CTR

### A Good Budget

Say you're wanting to grow your business by 1 job a day. You know you usually have the capacity, so you're just looking to expand a little bit. At an average cost per click of \$6.00 (which is very low for some markets), every time someone clicks on one of your ads, you'll average in cost at about \$6.00. If one out of every 5 clicks turns into a job (average call per click rate is 1 in 4), then that means you'll pay \$30.00 to get a job every day. Multiply that out by 22 working days a month and you're looking at a budget of about \$660.



I'd venture to say that if you're not willing to spend at LEAST that amount on PPC, you're probably not going to get much return. If you're only willing to spend \$10 per day, that amount probably won't last you long. A daily budget of \$10 means that you would likely only get 2 clicks in a day (at \$6 per click), which means you'd go 2.5 days of clicks before getting a job.

This is where calculating impression share with your vendor comes in.

### Big Takeaway:

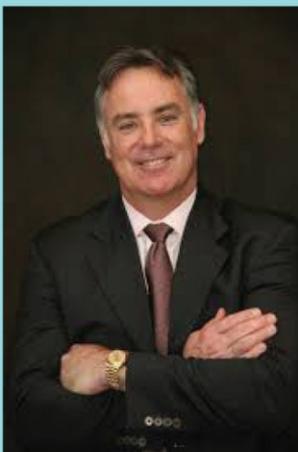
PPC is a complex and time-consuming practice, but it's worth doing. Those that aren't participating are going to struggle to keep up with competition.

1. Find a trustworthy vendor to run your PPC campaigns and get them off your plate.
2. Figure out your budget based on your business needs. If you need help, schedule a call with me to get one established.

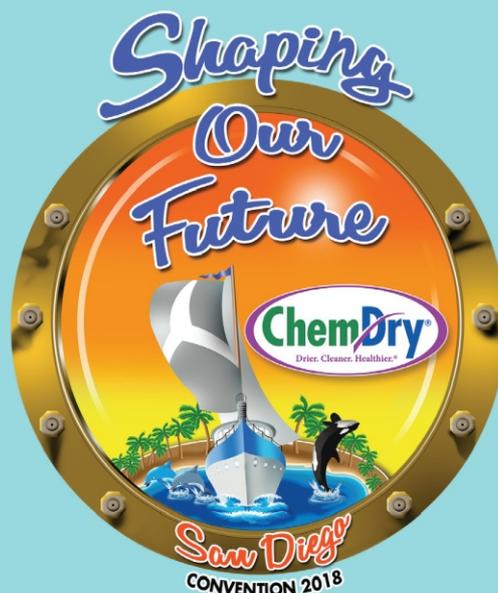
Appropriate digital marketing practices offer a bright horizon for your business and reaching new customers. Click to receive updates about future webinars on digital marketing.

This is **Part One** of a three part series on Pay Per Click from our Business Coach, Scott Ostermiller.

# Convention 2018



**Jim Craig**  
Day 1 Speaker



**Jon Petz**  
Day 3 Speaker

Contact Choy Thamphia @ 435-890-1088  
or [choy.thamphia@hrisupport.com](mailto:choy.thamphia@hrisupport.com) and register today!



## Increasing PURT Sales

by Shawn Rodeback

### Executive Summary:

Regular review of KPI's keeps your focus on up-sales and allows you to make changes when necessary. Without reviewing KPI's weekly, you're losing revenue that cannot be recovered.

PURT is one of the most profitable services that can have a dramatic impact on your revenue while creating great customer satisfaction and loyalty.

### Participant Overview:

Klein Chem-Dry

Jason Klein

1 License, 19 Years in Business

Owner Operator – One technician – Currently runs 1 van

Iowa – Johnson, Cedar & Iowa Counties.

### The Situation:

Jason has always believed that it's about quality, having the right people, a great brand and customer service. He's always run a successful business, but he knew he should be able to get a higher job average. One thing that got Jason motivated and interested in selling PURT is finding out how much money people spend on their pets. Wireless fences, special food, toys, haircuts, medication and urine removal products that don't work. He estimates that 85% of his customers have pets and that means opportunity. He also realized that it's not up to him if the customer will buy, but it is up to him to educate the customer and give them his recommendation.

### Goal:

- Increase PURT Sales
- Increase customer satisfaction
- Profitability

### The Plan:

In order to sell more PURT he knew he had to increase his knowledge about PURT and have the right tools. This would help him to better educate the customer on the negative effects of urine and how this process will eliminate the odor and kill the bacteria.

Jason believes you need to get the customer involved by showing them the stains with the black light. He walks them through the areas and explains that the urine can potentially cause carpet damage and contains bacteria and it's not just in the carpet, but also the pad and subfloor as well. He then describes how the PURT process permanently removes the odor and kills the bacteria. (When a disinfectant is used)

Jason also feels it's important to explain to the customer that if you clean the carpet and do not treat the urine with our PURT process, the carpet will most likely "reek" after he's done. This is because the moisture increases the off-gassing of the urine in the carpet.

**The Results:**

- Last year Jason's PURT sales were up 75% from the previous year
- Averages 2-3 gallons of PURT per day at \$70 per gallon.
- Over \$30, 000 a year in PURT sales

**Learnings / Insights:**

Jason noticed his invoice average was nearly triple because of PURT sales. "I go into the home, chat a bit, ask them questions and then give them my recommendations"

- Always have a black light on the van with extra batteries
- Make sure you have enough product so you don't run out
- Black light every house
- Give your recommendation to every customer, whether you think they can afford it or not.
- Sell PURT by the Job, never by the gallon

**Conclusion:**

PURT up-sales have had a tremendous impact on his revenue. He's more confident than he's ever been because he knows he can provide the customer with a service that will completely eliminate the odor and increase his customers satisfaction. "We are giving them an opportunity to be proud of their carpets and upholstery again and we're making good money doing it. The cost of PURT vs replacing carpet is a huge margin. If you do it right you will be a hero and people will talk. NO BS, PURT really works."



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The Late Bruce Mitchell

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 **9.00am - 5pm**  
Weekdays AEST  
Warehouse Closed  
daily between 12pm-1pm

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**IMPORTANT NOTICE**

Any Information or insert in this newsletter does not replace the Chem-Dry Program Manual or, in the case of financial information, please seek the advice of your accountant before implementing suggestions.