

## H-16 Residential Production

Procedure: *Residential Set-up List (Pre-inspected and priced)*

Purpose: Following this routine (to the degree possible) increases production and adds consistency.

Overview: While *Value Added Service* will always be Our Company's #1 focus at the same time we need to "git 'er done"! However, we NEVER want to appear rushing around in front of our client. This means working efficiently and especially "making every trip count" back and forth to the van.

NOTE: We recognize that each job is different and so the following is not a "rigid routine". It is provided to guide our technicians so you will be more efficient and less tired while making more Cheerleaders and more money in your pocket!

<b>Trip</b>	<b>Crew Chief carries/does:</b>	<b>Next step</b>	<b>Assistant carries/does:</b>	<b>NOTES</b>
1	<b>Clipboard, Job Folder</b> w/ business card, rolled up <b>entrance mat</b> w/ Spot Out bottle inside	Introduces employees-- puts down door mat	TM <b>water supply hose</b> , bottle of <b>Scotchgard</b> (can be used for door stop) and <b>Door Guard</b> . (if needed)	Asks customer if they can start setting up outside
2	Wipes feet or puts on shoe covers, gives client their <b>free "Lifetime" Spot Out bottle</b>	Asks for a "tour" of the areas to work on	Installs Door Guard and hooks up supply hose and unrolls on way back to truck	NOTE: Be careful with plantings and flower beds.
3	Tours home w/ client while writing down and/or testing "areas of special concern".	Asks client if they may start in furthest location	Brings up <b>upright vacuum</b> and enough <b>Corner Guards</b> and <b>extra walk-off mats</b> to protect entire hose run	
4	Places Corner Guards and mats at transitions in home, pre-vaccums first production area and hose runs	Asks client if they may start bringing in equipment	Places <b>traffic lane sprayer, Grandi-Groom</b> and back pack with <b>blocks, "sticky tabs"</b> at entrance	NOTE: Use hot water from TM to mix pre-spray
5	Pre-sprays traffic lanes in first room and pre-agitates		Runs vacuum and solution hoses from truck to entrance- places interior vacuum and solution lines at entrance	Use "hose control stakes" to protect plantings
6	Pre-spray/agitate small (2' x 2') <i>Magic Square</i> demo area	Run interior hoses to first work area	Brings up <b>carpet wand and spotting kit-</b> on return trip	NOTE: Always place wand on ground- not standing up
7	Loops solution line and vacuum hose back to <i>Magic Square</i> demo area	Connect carpet wand to hoses	<b>Connect hoses</b> at entrance, then <b>starts truck mount</b>	
8	Asks customer to check cleaning quality in the <i>Magic Square</i> area (which should be area client was most concerned about)	Double extract and groom up <i>Magic Square</i> , move hoses to first area/ start cleaning!	Assistant brings up any <b>remaining items from truck</b> , wipes shoes/ puts on shoe covers and <b>helps Crew Chief move hoses</b> back to first production area	
9	Crew Chief picks up sales kit from truck and at least 5 Lifetime Spot Out bottles, knocks on neighbor's doors	"Apologizes" for the TM noise and gives free Spot Out	<b>Assistant starts cleaning!</b>	

Procedure: *Residential MOT Checklist*

Purpose: A simple checklist for consistent delivery of positive MOT's.

Overview: This Residential Production system IS focused on improving production rates through increased efficiency. BUT we never want to lose sight of constantly giving the home owner positive Moments of Truth! So always combine these MOT's with your efficient cleaning. If there is a question which way to go? ALWAYS choose the positive MOT's and Make the Cheerleader!

## Steps:

### Introduction

- A. Stand back three feet, crisp, efficient and FOCUSED!
- B. Look them in the eye and SMILE!
- C. *"I'm (full name) with (company name)."*
- D. Introduce your team members and what they will do on the job.
- E. Hand the customer your business card.

### 1. Ice Breaker

- A. Introduce yourself again to pets, kids, HAVE FUN!
- B. Make a sincere comment (house, yard, neighbors, etc.)
- C. Refer to clipboard *"I see we're here to clean..."*
- D. Lay down doormat and wipe your feet.
- E. Gift customer their FREE "Lifetime Carpet Spotter".

### 2. Customer Interview

- A. *"Please give me a tour ...and show me any special concerns."*
- B. Listen carefully, write down answers and take *"Immediate Action."*
- C. Ask your Four Interview Questions listed on the Work Order:
  1. *"How old is the carpet?"*
  2. *"Any spots or stains?"*
  3. *"Are pets inside the home?"*
  4. *"Have you noticed any bad seams, ripples, frayed areas?"*

### 3. Planning the Attack

- A. *"Let me review your concerns... have I missed anything?"*
- B. *"Here's what I'll do to protect your home..."*
  1. Place corner guards
  2. Tabs and foam blocks
  3. Floor guards if cleaning upholstery
  4. Place door guard at front door, etc.

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- C. Ask permission to begin. *“May we start in \_\_\_\_.”* HINT: *“What areas will you want dry first?”*

### 4. Cleaning Presentation

- A. Clean your dramatic *“Magic Square”* in the dirtiest (and best lit) area.
- B. Groom the Magic Square fibers and say, *“Let me show you how your carpets are responding.”*
- C. Explain your cleaning procedures.

### 5. Post Inspection

- A. *“I’d like to review with you what I’ve done.”* NOTE: If customer is not home check your Work Order to see if you can call at work. (Talk slowly in the beginning) *“This is \_\_\_\_\_, Am I calling at a good time? I’m finishing up in your home and everything looks great! Do you have just a few seconds to review the job with me?”* (Always ask about “re-applying” the ScotchGard!)
- B. If customer can’t be reached, leave all paperwork on kitchen table.

### 6. Thank You and Goodbye

- A. *“Do you have a check number that I can write on the invoice?”*
- B. Act as a consultant. Give your client maintenance tips for their carpet.
- C. Say goodbye to the kids and pets, and then say, *“I’ve enjoyed meeting you. We really appreciate your business AND your referrals. Goodbye.”*
- D. **Leave confident that you have made another Cheerleader!**

