

Walk Through Checklist

Fill out before the meeting

- ☐ Contact info
 - ☐ Name _____
 - ☐ Company _____
 - ☐ Role/Title _____
 - ☐ Address _____
- ☐ Special instructions for finding them. Example: Buzz code # or directions to find their office

- ☐ Why are they looking for a cleaning company?
 - ☐ Replacing current cleaning company
 - ☐ New office and need a cleaner
 - ☐ Other _____
- ☐ What does their company do? _____
- ☐ Send Calendar invite so they expect you and do not forget about your meeting.
- ☐ How many minutes will it take to drive there (from wherever you will be before the meeting)? _____
- ☐ Is there parking? _____
- ☐ Fill out Swept App with their information for live demo (more info in next training session)
 - ☐ Add their name to make the demo personal
 - ☐ Add picture of their building (take it from Google Maps!)

Thing to Take With You

- ☐ Cash/Credit Card to pay for parking
- ☐ Smartphone
- ☐ Business cards
- ☐ Quote book or paper for notes (and this checklist!)
- ☐ Pen

When You Arrive

- ☐ Walk around/look at the area when getting close to their office. Is there a dumpster out back, multiple locked doors, security, etc. This will help you ask important questions that show them you are paying attention.

Notes:

-

-

- ☐ Smile! You want their business, it is ok for them to know you are excited to meet them.
- ☐ Ask if they want to sit down and talk first or jump into the walk through of their space.
- ☐ Ask permission to take notes/pictures on your cell phone - it shows respect and they know you are not ignoring them and checking emails.

Questions to Ask

- ☐ Have you ever hired a cleaning company before? _____
 - ☐ Where did they let you down? / Was there anything that annoyed or frustrated you about working with them?

- ☐ What is most important to you and your team when it comes to cleaning?

-

- ☐ Do you know the three biggest complaints people have with cleaning companies?
 - ☐ 1. Cleaners do not show up or are not trained well
 - ☐ 2. The same things are missed by cleaners
 - ☐ 3. They keep getting a new cleaner

Prove to them you are different using Swept.

- ❑ Show them how you communicate with cleaners (pro tip - use their company name in the demo to really impress them)
- ❑ Show them how they can make notes and you make sure cleaners know of any changes
- ❑ Show them the security feature so that their office is safe

Challenge Them to Challenge Your Competitors

- ❑ Ask: Do you think cleaners who have this information are more likely to be successful?
- ❑ If something goes wrong during a service, you can see how we would find out about it quickly. How will the other cleaning companies that you are meeting find out about issues and take care of them?
- ❑ Share this Fact: 96% of office managers said they would be more likely to buy from a cleaning company that uses technology. Tell them this is why you value technology - because it makes sure everyone is on the same page. Communication is one of the biggest issues in the cleaning industry.
- ❑ If they do not ask if you have insurance, say to them "You didn't ask, but it is important that you know we are fully bonded and insured."

Note: Only share this information if you are actually insured. Never lie to a client!