

Phone Scripts for Reaching Out to New Commercial Cleaning Clients

The marketing approach to get commercial cleaning clients is different from residential clients – try cold calling or cold emailing outreach using these scripts

NOTE: The best way to get in the door is to **offer price savings on their current cleaning services contracts.**

The way to do this is get your telemarketer to book an appointment for your sales reps.

DO not try selling on the 1st call

Getting Started

1. Select a niche – ie day child care and kindergartens
2. Compile a data list including name of business, name of owner/manager, phone #, website, physical address and email address
3. Use an excel sheet or CRM like Zoho
4. Hire a telemarketer – you can use outsourcing services like Fiverr.com
5. Make sure your telemarketer records all details of the conversation in the comments sections of your excel sheet
6. After a phone call, send an email with a flyer of your special introduction offer
7. Remember, follow up is **KEY** to your sales success so keep in regular contact with your prospects – even if they say they are working with a cleaning business – chances are if you can offer better value, they may possibly switch companies to yours

Follow these steps with each lead – Telemarketer Job – Make Appointments ONLY

1. Call lead #1 using the **Cold Calling Script** below
 2. If answering machine – leave a message using the **Voice Mail Script**
 3. If your telemarketer gets an appointment – record the details into your appointment scheduler
 4. If no appointment – note down details of conversation and follow up as required
 5. Send the follow-up email – **ATTACH** your promotion flyer
 6. Record details into CRM
 7. Follow up diligently
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Example 1: Day Care/ Kinder garden

Cold Calling Script

Hello, my name is [your name] and I'm calling from [your company's name], we are a cleaning company who specialize in cleaning day-cares like yours. I know you're busy so I'll be real quick

Do you currently use a cleaning service?

If they answer "Yes"

Great – are you happy with their services?

If “Yes”

That’s good, sounds like they are doing a great job...would you mind if I send you an email with our special promotion for new clients – of course you don’t have to buy, just compare our prices and keep us in mind.

Most will agree to this – use the email to build rapport for future appointments

If “No”

Oh really sorry to note that - We understand that day-cares like yours require special cleaning and we have an approach that fits within the budget of other day-cares.

I’d love to talk to you about how we can help you save money on your cleaning services.

Would you have the time for a 15 minute meeting [enter date/time]?

If they answer “No”

That’s fine – can we keep in touch with you by sending you emails on our special deals for new clients?

If “Yes”

Fantastic – what’s your email address and your name please?

If “No”

No problem thank you for your time – have a great day!

Voicemail Script

It’s [your name] from [your company’s name]. My number is 555-555-1234.

We’re a commercial cleaning company here in [your city] that specializes in cleaning day cares.

I’d love to talk to you about how we can **help you save money** on your cleaning services.

You can reach me at 555-555-1234. If I don’t hear from you about a more convenient time to talk, I’ll follow up with you on [day] [morning/afternoon].

Follow-up Email (if requested)

Hi [their name],

As requested, here is a little information about [your company's name] for your reference should you need a reliable and professional cleaning service for [their company name].

We specialize in day-cares and can save you money

We are not your typical cleaning company. Here are 3 core reasons why we are different:

1. We focus on our cleaners so that they can focus on you. Finding the perfect cleaner can be a real challenge. [Your company's name] spends a tremendous amount of time finding, training and retaining the best cleaners the industry has to offer.
2. It's not just about cleaning, it's about communication [Your company's name] recognizes that doing a great job is more than just providing great cleaning. We leverage technology to provide our customers clear and consistent communication about the job we do.
3. No cleaning company cares more about quality, and we can prove it From the technology we use, to our quality inspections, we invest heavily in making sure that we are providing you the best possible cleaning services. Quality is at the heart of why we do everything we do. You can learn more about it on our website: [your website].

If you have any questions or would like to request a quote, feel free to contact me directly.

Have a great day!

[Your Name]

Other questions you could be asking

Needs Assessment:

1. What are you currently doing to keep your space clean?

2. When is the last time you checked with another cleaning company to discuss new trends in increasing quality?

3. Is there any part of the current cleaning services that you would like to improve or change?

4. How would these changes affect your business?

Summarize and Confirm: When prospect agrees to share info with you

1. From my understanding, what you are truly saying is... [recap what the prospect shared with you; their problems, challenges, and objectives]. Is that accurate/correct?
2. Would it be safe to say that if there were a way for you to [restate the biggest obstacle] so that you could [restate their most important goal / objective], it would be worth discussing in more detail?

(Prospect: Yes)

Schedule Next Step:

Then how about I drop by your office sometime to meet for 20 minutes. That would give us a chance to discuss how we can save you money on your cleaning services.

[Their name], do you have your calendar handy? What day would be good for you? Towards the beginning or end of the week? Morning or afternoon?

Flyer example



Excel Data Sheet Template

| NAME | BUSINESS NAME | ADDRESS | EMAIL | PHONE | COMMENTS |
|-------|---------------|-------------------------|------------------|-------------|--|
| Sarah | ABC Day Care | 123 Daycare St, Dayland | Sarah@abcdaycare | 123-456 789 | DATE Sarah was busy – call back DATE/TIME |
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Excel Appointment Scheduler Template

| NAME | BUSINESS NAME | ADDRESS | EMAIL | PHONE | APPOINTMENT Details/Comments |
|-------|---------------|-------------------------|------------------|-------------|--|
| Sarah | ABC Day Care | 123 Daycare St, Dayland | Sarah@abcdaycare | 123-456 789 | DATE/TIME Take flyers + presentations ipad |
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