

September 2010

Hi

Welcome to the latest edition of the Jena Dyco eNewsletter.



## UPCOMING COURSES

Check out our upcoming courses in your area, [click here](#).

## UPCOMING EVENTS

[Ausclean 2010](#)  
Sydney, 27 – 28 September

## MISSED THE METH LAB CLEANUP CONFERENCE?

[Watch the conference highlights!](#)

Spring has sprung and I'm sure we're all excited to shake off the winter blues and jump straight back into the busy period. Most of us will find there will be a small lag before our customers give you a call to organise their spring cleaning, and it's important to make the most of this time to get everything in order before the busy period really picks up.

We're excited to announce that we have set a date for our next Meth Lab Cleanup Conference, which will be held at Sea World on the Gold Coast on Friday, 29th July 2011. For more information about the conference, make sure to check out our [conference website](#).

We are also very excited to announce that we have received funding from Skills Victoria to offer nationally recognised training for people to upgrade their skills. There are some fantastic funding opportunities available and we're encouraging businesses in Victoria to make the most of it – please make sure to give us a call to discuss how your business can benefit.

*Jenny Boymal*  
Director  
Jena Dyco International

## SPRING INTO ACTION BEFORE YOUR CUSTOMERS SPRING CLEAN

Spring cleaning is a practice that has been in place in a many cultures for hundreds of years. For many, spring cleaning is a therapeutic process, allowing you to shake away the winter blues, get rid of unnecessary clutter and rejuvenate your surroundings.

As the weather gets warmer and people come out to play again, it's time to shake off the hibernation period and jump back into it. Make sure you're ready and rearing to go well before your customers make the decision to go ahead with their spring cleaning.

## Implementing Databases



Before your busy period really picks up with spring cleaning work, use this time to implement a database and help keep track of your customers and the service they may be interested in.

It's well known that the majority of your business will come from repeat customers – it's much easier to sell your services if you know who your repeat customers are. The best way to do this is to use a database.

A database doesn't need to be scary – it could be as simple as keeping all your customer details in a well-formatted Excel spreadsheet or you could purchase a database program which will help you keep track of extensive customer records.

Microsoft Access is a very good basic database program which

is included in the Microsoft Office Suite.

Go through all your old notes and diaries and establish a basic database now, and continue to build on your database as you talk to new customers and glean more details off old ones. Take note of as many customer details as possible – do they have a dog? Young children? Do they like to have their carpets cleaned every six months? The more details the better. This will make it easier to re-establish contact with customers at a later date and continue to offer them your services.

## Referral Programs



Recent studies have shown that people are more likely to trust word of mouth recommendations than advertisements or promotional material. A happy customer who will tell others about your fantastic service is worth much more than an ad in the Yellow Pages. Make the most of this by rewarding your customers who refer their family and friends to your premium service.

A referral is not a bribe or anything dodgy, you are simply encouraging your customers to promote your services to their contacts in exchange for a small benefit, such as a movie pass, a \$10 Coles Myer voucher, a free upholstery clean on their next service or 25% off their next service. And don't forget to ask new customers how they heard about you so you can reward anyone

who refers you a new customer to you.

Loyal customers are your best marketing tool – reward them and make the most of their promotional power.

## Training



You can never know too much, and up-skilling is one of the best ways to make sure you are continually growing and meeting the demands and needs of your customers.

Before you launch back into the busy period, take a look at your last couple of busy periods and see what work you had to turn down because you didn't have the skills, or what work you believe could have been done better. Did you get a lot of calls for red wine stains? Maybe it could be useful to confirm everything you know about stain removal. Did you get a lot of calls for flood damage? Take a look at a flood damage course to learn about the latest psychometry developments. Could you offer your customers more services once you are in their house

– upholstery cleaning or hard floor cleaning? Take a course so you don't have to lose that business next time it comes around.

You've still got time to sneak in a quick training course before your busy period picks up, which means that you'll be able to market your new skill to your customers in your busy period.

## COME AND VISIT US AT AUSCLEAN 2010

Ausclean 2010, being held at the Grand Pavillion, Rosehill Gardens Sydney on the 27th & 28th of September will present a wide range of exhibitors from the cleaning and support service industries, and Jena Dyco will be there!

Jena Dyco will be presenting among 50 other companies and organisations. Make sure to drop by stand 9 and say hello to Jenny, Pavlina, Felix and Charlie.

Ausclean is Australia's longest running and most recognised cleaning exhibition and only comes around every two years, so don't miss this opportunity to interact and network with other like-minded professionals in the cleaning industry.

For more information about Ausclean, [click here](#).

# ausclean

Incorporating **bsm** Expo  
Building Services and Maintenance

## CUSTOMER PROFILE

### DAVID MACKLIN Steamatic of Adelaide Managing Director

Steamatic of Adelaide was founded in February 2002 by Managing Director David Macklin and is part of the national Steamatic franchise network.

David's Adelaide business is located in Regency Park, operating from a premises comprised of cleaning and restoration facilities which incorporates wash rooms, rug wash facility, carpet drying room, special technologies and electronics restoration rooms, secured vault storage for clients restored contents and administrative offices.

"We've come a long way from where we started with one van and two employees. Now we have a fleet of vehicles and many IICRC certified technicians," said David.

Prior to joining Steamatic, David had forty years of working experience in manufacturing, sales and marketing and previously operated his own business unrelated to the cleaning industry.

Steamatic of Adelaide is an IICRC certified firm and is committed to continual training and development.

"Steamatic has a strong association with Jena Dyco and a demonstrated commitment to ensure its technicians are trained by Jena Dyco to IICRC Standards."

Steamatic has offices throughout Australia and there are more than 600 Steamatic offices in 27 countries around the globe. Steamatic is Australia's longest established and largest restoration company operating on a 24/7 basis to promptly deal with any loss situation.



(above) The Steamatic of Adelaide fleet



(left) David Macklin, Managing Director, Steamatic of Adelaide

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