

October 2010

Hi

Welcome to the latest edition of the Jena Dyco eNewsletter!



September was a very busy month for Jena Dyco:

We held the first set of courses in our **new Melbourne training** venue, based in Oakleigh South, which were very successful - Health & Safety Course and Meth Lab Cleanup Course, for which we used a built in mock meth lab. From now on all Melbourne courses will be held at our new.

The Jena Dyco team attended **Ausclean Trade Show in Sydney 27-28 September**, where it was a delight to catch up with so many of our existing customers. We also got to meet lots of new comers who we hope to do business with in the near future.

We released our **2011 January – June Course and Events calendar** on our website so please take a minute to check your diary for courses you want to complete and register in advance to get Early Bird discounts and ensure your place as courses do get booked out.

Now the busy period is here and it seems inevitable that as the weather starts to warm up, the phones start to ring and business starts to pick up. Of course this is always what we like to happen but if we are not prepared for the busy period, the stress can outweigh the benefits of the profit. In this month's newsletter we have included some tips to help you get prepared for the hectic times.

Jenny Boymal

Director

Jena Dyco International

GETTING SYSTEMS WORKING IN TIME FOR THE BUSY PERIOD

Athletes will stretch out their muscles before they play sport and musicians will warm up their instruments before they perform. As business owners, we too need to warm up our business procedures before we jump back into the thick of it – a.k.a. "The Summer Busy Period". To save yourself the hassles later on, start thinking about your processes now and strategising by putting pen to paper and planning out your time.

To get the most out of the busy period, you need to make sure that things can run as smoothly as possible.

COURSE
SCHEDULE

FORWARD
TO A FRIEND



UPCOMING COURSES

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

UPCOMING EVENTS

[WA Carpet Cleaning Expo](#)
2010 Perth, 24th October

MISSED THE METH LAB CLEANUP CONFERENCE?

[Watch the conference highlights!](#)



Get the most out of every customer service experience

Summer is the time when you speak to most of the customers out of the whole year so you should capitalise on this. Offer them additional services – while you are cleaning their carpets why not offer them to clean their chairs, lounge suits or hard floors? Make sure that the customer gets a "WOW" factor after your job is finished. This way you will ensure they use your services again in future and recommend you to their friends and family.



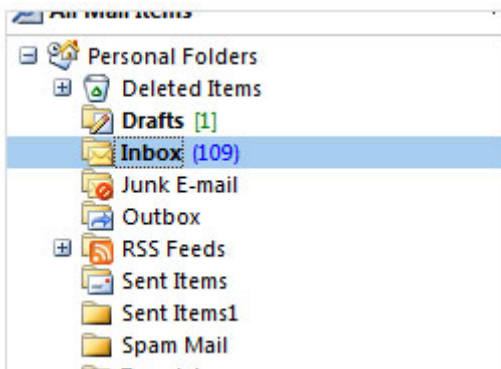
Feedback

We suggest collecting feedback after each job. It is a fantastic measuring tool how to find the level of satisfaction with your services. You should make sure to have all the processes in place now, in order to get them working smoothly for the summer.

Phone Feedback - write your phone scripts now and schedule a few hours each week to make feedback calls. Record them in your customers' database and act on any dissatisfaction immediately.

Emailed feedbacks – draft 'request for feedback' emails now and have them ready to send to clients at the completion of a job.

After each feedback you should ask the customer if they wish to make an appointment for next cleaning in advance!



Clean up your email inbox

Newsletters, special offers, quick notes from friends and colleagues, emails that need to be followed up that you are putting off – act on them according to their urgency and you may want to categorise your inbox into folders (Bookings, Enquiries, Personal, etc.) and file away an email as soon as you have dealt with it. That way, the only emails left in your inbox are emails that you still need to follow up – your inbox becomes your to-do list!



Plan your time

When the phone will not stop ringing and you are running around from job to job, it is easy to get overwhelmed and swamped down in work. While you can't know exactly how much work to expect and when, you can do a basic plan for each week to make your life easier when the time comes. For example, set aside three hours every Tuesday morning to make phone calls or Friday afternoons to do your books and attend to emails.



Employ additional staff to manage the busy period

You should ensure that you have enough personnel to look after your business needs in the busy period. It may be advisable to hire a casual/part time office assistant (could be a student, retired person who is still happy to work a few hours a week) who answers the phone, makes bookings, responds to email, sends out marketing mail outs, follows up with feedbacks and so on while you can concentrate on completing the jobs.

WORK SMARTER, NOT HARDER

It is easy to think that just because you are busy that you are working harder. This is not always the case. Setting up appropriate systems and procedures can do wonders for not only work productivity, but also your sanity. A good working day is one where you can leave your office feeling relaxed and like you've achieved a lot at the same time.

We can often be our own worst enemies, jumping up from one half finished task to complete another as soon as an email or fax comes through. This is a major time waster, as we have to refocus our attention, complete the new task, and then spend more time on refocussing on the original task that was being completed. When you sit down to complete a task, make sure to complete it. If you can't stick to one task without being distracted, block out a couple of hours of your time where you don't check your emails or answer the phone to make sure you complete the task you sat down to.

CUSTOMER PROFILE

PETER WILLOCK Flash Cat Cleaning

Based in Albany, Peter Willock established Flash Cat Cleaning in 2008, with his father Murray who now works with him as a casual technician.

With no previous experience in carpet cleaning and restoration, in two short years Peter has grown the business to include carpet cleaning, tile and grout cleaning, grout clear and colour sealing, urine treatments, tile replacement & regrouting.

Peter feels that his experience in completely different industries has helped him bring something extra to Flash Cat Cleaning.

'Having worked as a loans officer for a bank and had retail experience before that, I am very conscious of the need for good customer service. I feel there really isn't enough of it these days.'

Added to his keen sense for customer service, Peter also believes strongly in the importance of training and has completed his Certificate III in Asset Maintenance – Carpet Cleaning, made up of specialist courses including Carpet Repair & Reinstallation, Fire & Smoke Restoration and Water Damage Restoration.



'After quite a bit of reading, I realised that there was a lot of problems that we could cause if methods were not followed & it would be a lot easier to know how to get it right first time!

'After one course was down, it just made sense to keep on learning. Confidence follows, and so does the work.

We also have some 'cheerleaders' simple from how seriously we have taken industry training before undertaking work. This is why we have recommended Jena Dyco to a few people thinking of joining the industry – Best start you can give yourself,' says Peter.

'In fact, we recognised the need to have the training done so much that we had trips to Melbourne, Brisbane and Sydney on several occasions to get the training done before it was available in Western Australia.'

Peter and Murray hope to attend further training in the future, including a tile laying course, a stone care course and odour control course, and possibly a mould remediation course.

Peter also believes that networking is an important aspect to success, and that it's much nicer to work in an industry where you can have a beer with your competitor.

'Two heads are better than one. Today someone else might learn something from me, tomorrow I will learn something from him. From these discussions with each other, we have been able to make better decisions for the direction of our business, which would have been much more daunting to make on our own.'

Peter, wife Leisa and daughter Isabella celebrated a tiny new addition to their family last week. Dean Eric Willock was born on Saturday 2nd October at 8lb 13oz and is happy and healthy.

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