

June 2010

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Hi

Welcome to our latest email newsletter.

In this edition we explore the importance of using your qualifications and training as a marketing tool. Customers feel secure knowing that the people who they hire to complete the job are professionally trained and can be trusted to complete the job with the highest level of skill and in line with best practice. It's important that your customers – both current and potential – are aware of your qualifications so they always know why you're the best technician for the job.

We're also excited about our upcoming Meth Lab Cleanup Conference on Friday, 9th of July. The conference, Understanding the Risks Associated with Clan Labs, is being run to accompany the launch of our newest course, Remediation of Clandestine Lab Residues. The conference will present a comprehensive view to the problem of drug lab cleanups around Australia and is a definite must for anyone looking at getting into Crime Scene or Trauma Cleaning.

We're also heading to Adelaide in July to run our Carpet Cleaning, Hard Floor Care and Water Damage Restoration courses. We don't get the chance to head over there often, so if you're a South Australian make sure not to miss out on this opportunity!

Jenny Boymal
Director
Jena Dyco International



Jena Dyco International Director Jenny Boymal talks about the importance of listening to customer feedback and our latest course, the Remediation of Clandestine Lab Residues course.

UPCOMING COURSES

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

UPCOMING CONFERENCE
UNDERSTANDING THE RISKS ASSOCIATED WITH CLAN LABS
DATE: Friday 9 July, 2010
TIME: 8.30 am - 4pm
To be followed by post conference drinks until 6pm
VENUE: Rydges Hotel
168 Exhibition St
Melbourne
Register now to claim the Early Bird Discount
CLICK HERE



Sign up to receive fortnightly METH UPDATES

QUALIFY YOUR SKILLS

You list your qualifications on your resume and when you go to a job interview, you sell the qualifications that you have achieved to your prospective employer. So why wouldn't you do the same with potential clients?

Qualifications instil your customers with confidence about your credibility and professionalism. They show customers that you not only have the requisite skills, but also that your application to learning and improving your skills will show in your commitment to the job.

Above all else, qualifications tell customers of your skill level and your competency to complete the job they have contracted you to do. Define your company from the rest. What makes your company so different from any other cowboy? You're officially qualified to do the job they hired you for.

MAKE THE MOST OF IICRC

Aside from the Advanced Stain Removal and Remediation of Clandestine Lab Residues course, all Jena Dyco courses are internationally certified by the Institute of Inspection, Cleaning and Restoration Certification (IICRC). Chances are, if you've completed a short course with Jena Dyco, you're an internationally certified technician in that field.



The IICRC was formed in 1972 to serve as an independent, non-profit certification body, to set and promote high standards and ethics; and to advance communication and technical proficiency within the inspection, cleaning and restoration service industry.

Customers know that when they hire IICRC certified technicians or firms, they have hired experts who will ensure that services will be completed in accordance with the industry's highest standards.

IICRC keeps up to date information about industry trends on their website. Moreover, IICRC certified technicians must complete continuing education credits in order to maintain their qualification. Tell this to your customers to let them know that you are currently updating your skills.

TIPS TO SELL YOUR QUALIFICATIONS



Make yourself a walking advertisement for your qualifications

Contact IICRC and purchase the IICRC patches for the areas in which you are certified. Sew your IICRC patches to your uniform so that whenever you wear it, people can see that you are certified. This turns you into a walking advertisement for your qualifications. If you have completed a Certificate II or III in Asset Maintenance or a Certificate IV in Asset Management, put the sticker in the window of your van so that others on the road can see that you are certified.



Get Online

List your qualifications and the skills that you gained from them on the 'About us' section of your website. Email the certification/qualification body and ask them for their logo so that you can put them on your website as well. You can also put links to the qualification body on the 'links' page of your website.



Keep your customers in the know

Circulate a regular email newsletter to your database and keep them up to date of the latest qualifications and training you have attended. You should also include information about your latest training in Facebook and Twitter posts and blog entries. This may include courses, conference or webinars – any new training is worth mentioning.

CUSTOMER PROFILE



Wayne Barton is the owner and operator of The Carpet Cleaning Man, based in Riverland on the River Murray in south eastern South Australia.

Wayne chose the name of his company, The Carpet Cleaning Man, because it sums up the nature of the job perfectly – Wayne is a single operator, offering services such as carpet and upholstery cleaning, tile and grout cleaning, office cleaning and window washing to companies and locals in his hometown of Berri.

After working in food production for a number of years, Wayne moved into the carpet cleaning industry to fill a hole in the local trade. The industry also appealed to him as it allowed him to stay in the area and run his own business.

"I originally worked at National Foods (previously Berri Ltd.) for twenty years, until they decided to move the plant equipment to the Eastern Seaboard.

"A redundancy package was offered and I put my hand up for one so that I could pursue my desire to own my own family business."

Having completed a Certificate IV in Asset Maintenance (Cleaning Management) and a IICRC Water Damage

Restoration course with Jena Dyco, Wayne believes that being properly trained is important to gain the skills you need and to give yourself an edge on the competition.

"What can I say about training? You can never have too much knowledge to put into practice.

"As they say, practice makes perfect."

Wayne lives in Berri with his wife of 24 years, Christine, his 17-year old son, Matthew and his cats, fish, birds and dog.

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