

May 2010

Hi Kate

Welcome to our latest edition of the Jena Dyco newsletter.

In this issue, we take a look at ways in which you can secure jobs for the quieter months and make the most of the spare hours you have in your winter working days.

If you have any extra tips on how you secure jobs for the winter months, please become a [Jena Dyco fan on Facebook](#) and write on our wall to receive a copy of *Guerrilla Marketing* by Conrad Levinson.

We have also released our [course schedule](#) for the second half of 2010. Make sure to have a look at our website.

*Jenny Boymal*  
Director  
Jena Dyco International



[COURSE SCHEDULE](#) [FORWARD TO A FRIEND](#)  

## UPCOMING COURSES

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

## REMEDIATION OF CLANDESTINE LABORATORY RESIDUES

Jena Dyco is excited to announce the new meth lab clean up course, which will be launched in Melbourne in July, for more information [click here](#).

## MAKE THE MOST OF THE SLOW WINTER MONTHS

The winter months are always slower for the cleaning and restoration industries – the big school and facility contracts are done over summer, nobody wants to have to worry about clearing out their living room to get their carpet cleaned when all they want to do is snuggle up in front of the TV to get out of the cold.

### Refocus on your customer database

There's so much focus placed on direct marketing these days. Google Adwords, Yellow Pages, flyer campaigns, cold calling – these are all marketing tactics that provide direct and measurable results, but also take a lot of effort, planning and money.

Maintaining good customer relations is one of the easiest ways to maintain business and ensure good word of mouth. The results are not as direct as specific and targeted marketing campaigns, but that does not mean that they are not there.

During this winter slow period make it a priority to make regular customer contact. This may be as extreme as calling every single customer on your database just to touch base, or it

Have you got a great way to keep your business warm this winter?

Become a fan of Jena Dyco on Facebook and write on our wall, telling us your **Number One Business Tip** for the quieter months and you will receive a copy of **Guerrilla Marketing by Jay Conrad Levinson**

This hands on marketing book is sure to inspire everyone!

**Two day Certificate I in Mould Investigation & Remediation course**  
Sydney, 27th & 28th of May

Click here to visit the **Mycologia** website for more information



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may be as simple as forwarding an interesting email newsletter you received to a customer you may think will enjoy it.

Set yourself a schedule and aim to touch base via phone or email with 5, 10, 20 or more customers a week so you remain at the forefront of their mind. Start up an internet competition and encourage your customers to get involved. Give your customers an interesting read by sending out an email newsletter. There are lots of exciting and interesting ways to keep in touch with your customers. Have fun with it and get creative.

Remember that customer contact is not always about selling. While there is no guarantee that a quick call to touch base will result in an immediate job, it's a great opportunity to establish a relationship with your customer. People are much more likely to be responsive when you can provide them with news or information that may interest them, rather than trying to take their money all the time.

### Use the slow months to up-skill

This one may seem like a sleazy marketing grab coming from a training organisation, but up-skilling is one of the best ways to make sure you are continually growing and meeting the demands and needs of your customers.

You can never know too much. Every piece of information you learn in your life will in enhance your life, even if you don't realise it. The slower months are the perfect time to focus not only on your own professional growth, but also the professional growth of your staff.

Evaluate everything that took place over your busier months. 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. Did you have to turn down an insurance job because you don't offer smoke restoration? Take a course so you don't have to lose that business next time it comes around.

Technologies are always adapting and transforming and if you stand still and your business won't go anywhere. Allow your business to grow with these new technologies and use them as a promotional tool with all your customers.

Technical training is important, but it's not the only type of training which will grow your business. There are marketing seminars you can attend to meet with others and learn marketing skills from experts. Online seminars, known as 'webinars', are a fantastic learning tool for yourself or your staff. Send your office staff to a class to teach them how to get the most out of every phone call they make. If you're a one-man-show sign up to a weekly business email newsletter and make time to read it each week, writing down all the bits that could help you and figuring out how to implement them in your business.

### Stay tuned...

Make sure to tune into our upcoming eNewsletters – we've got plenty more business tips to share with you. In the meantime, we'd love to hear from you. Please drop us a line if you have any topics you would like us to cover in the Jena Dyco eNewsletter.

## GIVE YOUR BUSINESS A ONCE OVER!

- ✓ Do you have a **customer database**? Are you capturing the necessary information?
- ✓ Do you have **systems** in place so that your **business runs efficiently**? Administration systems? Work systems? Customer communication systems?
- ✓ Do you have adequate **insurance**? Is your business at risk?
- ✓ Do you have a **business plan** in place? Does it need to be reviewed?
- ✓ Do you have **business goals**? Where are you aiming?
- ✓ Do you have **adequate resources** for your business?
- ✓ Does your **equipment** need to be **serviced**?
- ✓ Do you need to create a **website**? Or do you need to work on your existing website?

Call Jena Dyco on 03 9815 0175 if you would like to be put in the right direction.

## CUSTOMER PROFILE



### John and Megan Martin

*John Martin Total Property Services*

In 2008 John Martin saw what he believed to be a niche market to offer specialty cleaning over and above general cleaning. After much research into equipment, training and business opportunities, came the beginning of John Martin Total Property Services.

With wife Megan taking care of the office, John Martin Total Property Services is based in Leeton, New South Wales and caters for domestic, commercial and industrial clients in the wider Riverina.

John and Megan have invested heavily in training for both themselves and their staff, gaining as much knowledge as they can and offering a comprehensive range of services to their clients. With a Certificate III in Asset Maintenance – Carpet Cleaning and Certificate IV in Asset Maintenance – Cleaning Management under their belt, John and Megan believe that their qualifications give them credibility, as well as the confidence and knowledge to be able to tackle a wide variety of jobs.

Total Property Services now employs four full time and one part time staff member which means that a constant flow of work is vital. John and Megan try not to rely on their major year-round contracts.

“You must offer a unique product, with superior service and utilise every contact that you come across....any contact not followed up is an opportunity missed,” says John.

“Hence we maximise existing clients that we have and offer them a variety of services; we follow up on new leads/ referrals; and we market ourselves as regularly as possible. No-one will promote your business better than you.”



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