

November 2010

Hi



Welcome to November newsletter. How fast is this year flying! It seems like not long ago we were welcoming you into 2010, and now here we are getting ready for the busiest period of the year – the summer break.

Everyone is invited to **Grand Opening of our new Melbourne Training Venue on Friday 26th November from 6pm**. Everyone is welcome to come along – it would be lovely to see you there, have a chat, a few drinks and good feed. Please RSVP by phone or [email](#) before 19th November for catering purposes! **RSVP NOW**.

We have an early Christmas present for everyone: we are delighted to offer everyone **'End of Year Special' \$150 off for registrations made by 30th November** (paid by credit card or direct debit) -simply mention End of Year Special and enjoy the discount!

## Highlights of the 2011 Course Calendar

### [IICRC Rug Cleaning Course](#)

1 - 4 April 2011 in Melbourne

Jena Dyco will be attending [CleanScene/CleanLink Tradeshow](#)

5 -7 April 2011 in Melbourne

### [Certificate IV in Asset Maintenance, Carpet Cleaning](#)

Sessions running March & April 2011 in Melbourne

**\*New!\*** **Business Tactics Workshops**  
in the month of June 2011 in Melbourne, Sydney and Brisbane

### [Meth Lab Clean up Conference](#)

29 July 2011 on Gold Coast, QLD

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!](#)

In early October we headed west to take part in the Advantage Group Conference which was held in Perth, WA. Charlie and I were delighted to see so many familiar faces and meet a few new ones. We also ran a number of successful courses in Perth and cannot wait to get back there in May 2011.

Charlie, Felix and I have jotted down a few tips that we think will be helpful to keep in mind over the coming months. If you have any tips about things you do to help you deal with the busy period, make sure to share them with everyone on our [Facebook](#) page.

Have a great November!

*Jenny Boymal*

Director

Jena Dyco International

## TIPS FOR THE SILLY SEASON

---



### Jenny Boymal

*"Every interaction you have with a customer counts. Over the summer when you have exposure to your largest amount of customers, make sure that every experience you have makes an impression. What is it that you want people to think about your company? How do you want to come across? What can you do to make sure each customer experiences the WOW factor?"*

### Felix Krivitsky

*In the summer months you will be exposed to all sorts of spots of stains. Don't feel that you have to solve each problem even if you don't have the skills. It is always better to assess a stain and make a judgment about whether or not you can help a customer, rather than adding to the customer's problem. Like I always say "A customer's stain belongs to a customer, once you touch the stain, it belongs to you." If you are unsure, always make sure to explain the situation to a customer and get them to sign a disclaimer. You can never be too careful.*



### Charlie Lodge

*"Make an action plan now for dealing with the increased workload. It's important that you prioritise your workload over the busy period and stick to your original plans to make sure that everything runs smoothly and you don't get too overwhelmed with your work. It also might be worthwhile to consider hiring extra labour to keep up with the demand – university and TAFE students who have some spare time over the summer break can be fantastic asset during the busy periods. Just remember that if you choose to hire additional labour over this period you are responsible for their induction – this includes occupational health & safety training!"*



## CHECKLIST

---

When you have lots of jobs, there is nothing worse than having to stop and take care of little tasks that could have been easily avoided. Here are a few things to remember to take care of before you launch into the busy period.

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



### Get Serviced

Get all your equipment serviced now and make sure that everything is running smoothly. You do not want anything to break down when you have work flying at you from each and every direction.



### Stock up

Make sure you have plenty of chemical supplies to get you through the next couple of months. Stock up with plenty now to avoid having to run back and forth to your supplier when you really do not have time to waste.



### Take a deep breath

We all know that when the work is coming in thick and fast it can be difficult to grab a moment for yourself, and before you know it, you are two months in and completely overworked. Make sure to take the opportunity before the hectic period hits to sit back, take a deep breath, and prepare yourself mentally for the coming months.

## CUSTOMER PROFILE

---

Company owned by Joe and Cathy Campbell, Matt is the senior carpet cleaning technician of Electrodry Northern Beaches and Northshore. Matt has just completed his Certificate III in Asset Maintenance – Carpet Cleaning under a traineeship.

"Investing in Matt was the best thing we could have done" says Joe. "It's a running joke in our team that Matt is a walking encyclopaedia on the science of carpet cleaning, but his passion and enthusiasm is infectious. The other guys have learnt a lot from him and we use him as the expert in the team to solve the most tricky stain removal problems. The most difficult cases get referred to him and he loves solving them."

Twenty three year old Matt lives on the Central Coast of NSW and has two lovely children – Stella, two, and Talon, nine months – with his wife Jess. Matt was employed by Paul Burchell's Electrodry when he was 19, but when the Sydney Operation was franchised as Electrodry and Joe bought the Northern Beaches Franchise in 2008,

Matt was assigned to show Joe the ropes. Joe was impressed with Matt even then. When Joe subsequently bought the Northshore Franchise in 2009, he invited Matt to come and work for him. Matt accepted with alacrity. While investigating options to assist with training costs, Joe discovered the

## MATT JUAREZ Electrodry Northern Beaches and North Shore Trainee



Government subsidised traineeship scheme. "Matt was eligible, that really helped us to afford it" says Cathy.

"I was stoked to do the training" says Matt "It really helps your confidence to know that you can talk with authority on the subject, and it's really interesting stuff, learning about Ph Balance and how to treat different carpets and stains. The trainers are very practical and really help you to learn."

"Before I did the training I had a lot of bad habits. Now I know how to do it right. It gives me a lot of satisfaction to be able to get such good results with cleaning carpets and removing stains. Customers are happy and that makes it easier to up sell and that's good for me and good for Joe."

"Feedback from customers about Matt is overwhelmingly positive, and we get a lot of referred and repeat business because of it" says Cathy.

"He's genuinely passionate about carpets and gets great results. He's very impressive when he talks about cleaning carpets and can tell you more than you want to know about the subject. He has soaked up the training like a sponge. There are so many cowboys out there ruining people's carpets, it gives me a good feel to know our boys know what they're doing and under Matt's leadership they do a great job and keep getting better, because Matt never gets tired of learning and he is very willing to teach others what he knows."

"I can't wait to do the colour repair and restoration course" says Matt "And I'm keen to do advanced mould remediation course, meth lab cleanup and forensics courses too... if I can persuade Joe to pay for it!" he says with a cheeky grin.

"People think anybody and his dog can clean a carpet. It's just not true. There is so much to know and learn. I know this because I did the training myself" adds Joe. "I think it's essential to get our staff trained so they can give customers the best service possible. Reputation and repeat business is the name of the game in this industry."

*Jena Dyco International  
Academy of Flooring & Fabric Care  
Suite 1, Office 8b, 242 Hawthorn Rd Caulfield VIC 3162  
PO Box 2258 Caulfield VIC 3162  
Telephone: 03 9815 0175 Facsimile: 1800 038 838  
Email: [admin@jenadyco.com](mailto:admin@jenadyco.com)*

*Newsletter designed and distributed by*

