



Cleaning Business Owner Certificate Course

Course Overview and Outline

This Course Overview and Outline, along with the e-book version of the Textbook and the Welcome Letter that you previously received, include all of your course materials and you are now ready to begin your self-directed course. Please ensure that you have read the Welcome Letter then review the information below and then you can start on the tasks set out below for Week 1. Next week you can complete the tasks for Week 2, and so on. To confirm, you have now received all the materials to start this course and work at your own pace.

Course Objectives

In this part-time online certificate course you will learn basic principles and practical techniques for starting and running a successful cleaning business.

You will learn: what a cleaning business owner does, how to start and run a cleaning business, and how to get clients and succeed in the cleaning business.

Required Text

The required text for this course is *FabJob Guide to Become a Cleaning Business Owner* (2014 edition), by Jodi L. Brandon, published by FabJob Inc.

When you ordered the course you received a link to download the current (2014) edition of this textbook in e-book format. If you own an older version of this textbook, you may use it, however, we do recommend using the 2014 e-book edition of this textbook because the course outline follows along with the page numbers in the 2014 e-book version of the textbook.

Educational Approach

This course is an online learning program with suggested readings and course assignments as described in this course outline. This course is self-directed, which means that students may study and complete assignments at times that are most convenient for each student. This part-time course has a recommended completion date of 6 weeks from the start of the program, however, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student's schedule.

Learning Assistance

The course has been created to allow you to complete it without any learning assistance. If you require assistance or have questions about the course content, you may submit questions by email or talk with a faculty member by Skype (free online video or voice calls through www.skype.com) for up to one-half hour per week for six weeks.

The faculty member for this course may be contacted by email at faculty@fabjob.com or by phone at 403-873-1018 (messages). Faculty members aim to return messages within 24 hours on weekdays and weekend assistance may also be available depending on each faculty member's schedule. Skype calls may be scheduled at times that are mutually convenient for both the student and faculty member.

Please be aware, when booking an appointment with your Faculty Member, if you need to cancel or reschedule you must notify your Faculty Member by emailing faculty@fabjob.com at least 24 hours in advance of the scheduled time. Except in case of serious illness or emergency, each later cancellation or missed session will count as 30 minutes of time with the Faculty Member. If you must miss an appointment due to serious illness or emergency, please contact faculty@fabjob.com as soon as you are able.

Assignment Grading Distribution

Assignment	% of Total Mark	Recommended Completion Date
Final Exam	100%	December 29 (6 weeks after course starts)

As mentioned above, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student's schedule. Assignments may be completed whenever is convenient for you and submission is not required.

If you choose a different course completion date, you can change your Final Exam date to suit your schedule. It is not necessary to get permission from the college to do so; your exam will be marked when it is submitted.

When you are ready to write your Final Exam, contact IAP Career College at iapcollege@fabjob.com for a link to the exam and an access code.

Grades

Your final grade will be in percentage form. International Association of Professions Career College has established the following guidelines for grade distribution. A grade of 60% or higher is required to earn a certificate.

90 to 100%	A+ – Honors
80 to 89%	A – Excellent
70 to 79%	B – Good
60 to 69%	C – Satisfactory
50 to 59%	D – Needs Improvement
0 to 49%	F – Fail

Final Exam

Worth 100% of Final Mark
Suggested Date to Take By: December 29

When you are ready to take your Final Exam, contact the college by email at iapcollege@fabjob.com for a link to your test and an access code.

To assist you in doing well on your Final Exam, it is recommended that you study the weekly Review Questions below.

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 1

This week you will begin learning about owning a cleaning business, skills you will require and how to acquire those skills.

Tasks

- Complete the week 1 readings from Chapters 1 and 3 as indicated below
- Answer the week 1 review questions
- OPTIONAL: Schedule your first half hour session with your faculty member

Readings

Completion	Topics	Reading
November 24 (week 1)	Introduction The Cleaning Industry <ul style="list-style-type: none">• Growth of the Industry• Trends in the Cleaning Industry Cleaning Services You Can Offer Benefits of Owning a Cleaning Business	Chapter 1 pages 10 to 15
	Getting Ready Skills and Knowledge You Will Need <ul style="list-style-type: none">• Cleaning Knowledge• Organizational Skills• Interpersonal Skills• Business Skills	Chapter 3 pages 60 to 81

Learning by Doing

- Volunteer Experience
- Part-Time Jobs
- Hire a Cleaning Service to Observe

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. You do not need to submit your answers to the review questions. (*Answers to Review Questions appear after all the weekly questions.*)

Week 1 Review Questions

1. Regarding recent trends in the cleaning industry, which of the following is *true*?

- Revenues for cleaning companies have increased
- The demand for green cleaning has increased significantly
- Consumers are now more likely to use services like cleaning
- All of the above

2. When it comes to commercial cleaning, which of the following statements is *false*?

- Commercial accounts tend to pay less
- Commercial accounts tend to last longer
- Commercial accounts tend to require specialized equipment
- Commercial accounts tend to represent big jobs

3. Start-up costs for cleaning businesses are low, and you can typically get started for less than which of the following amounts?

- \$1,000
- \$2,000
- \$4,000
- \$5,000

4. Which of the following is a key organizational task for a cleaning business manager?

- Keeping track of tool and supply inventory
- Managing unforeseen problems
- Determining the route for each cleaning crew based off your client schedule
- All of the above

5. If potential customers are presented with a choice between two different cleaning services with similar experience and capability, whom are they are most likely to select?

- a. The cleaner with the lowest bid
- b. The cleaner who provides an extra incentive to gain their business
- c. The cleaner with access to subcontractors
- d. The cleaner they “liked” the most

6. When cleaning for friends and family in order to gain on-the-job experience, you should do which of the following?

- a. Refrain from having a formal client consultation, since you already know what they want
- b. Ask for a letter of recommendation afterwards, as long as that person’s last name is different than your own
- c. Tell them how messy you noticed their house is lately, to get them interested
- d. Avoid having a contract, since this is just practice

Answers to Review Questions:

Week 1 Answers

1. (d) There is no doubt that the cleaning industry is healthy. According to U.S. Economic Census data for 2007 (the most recent complete figures available), the number of firms in the janitorial services sector grew from about 51,000 to nearly 53,000 over the previous five years. Of course, times have changed since 2007. However, the cleaning industry is still showing growth. [p. 11]
2. (a) Commercial accounts tend to last longer and pay better than residential accounts, and tend to represent big jobs. This means you'll probably need to hire staff and learn personnel management if you don't have any experience in that area. Also, commercial cleaners often need specialized equipment. [p. 13]
3. (a) Start-up costs are low for a cleaning business, and you can get started for less than \$1,000 if you want to. Few other businesses have such low start-up expenses and the potential for such high incomes. [p. 15]
4. (d) A typical characteristic of cleaning services business owners is that they are highly organized. Organizational skills are used constantly to track existing clients, arrange meetings with new clients and suppliers, keeping track of staff hours worked, scheduling and in a variety of other ways. Other examples include organizing your cleaning accounts, crisis management, organizing your cleaning crews, and organizing your tools and supplies. [pp. 66-68]
5. (d) If people have a choice between two different cleaners who both have similar experience and capability, they are more likely to select the cleaner that they "liked" the most and felt the most comfortable with. As a general rule, people prefer to do business with people who they like. [pp. 68-69]
6. (b) You can ask for a letter of recommendation, once you have finished cleaning for anyone who has a different last name than yours. When a friend or family member wants to use your cleaning services, try to treat them the way you would treat a "real" client. Schedule a meeting at their home or their place of business, then try to work with them the way you would with an actual client [p. 77]

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 2

This week you will continue to learn about getting ready to own a cleaning business. You will also look at running your business.

Tasks

- Complete the week 2 readings from Chapters 2 and 3 as indicated below
- Answer the week 2 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

Completion	Topics	Reading
December 1 (week 2)	Getting Ready (cont.) Learn From Other Business Owners <ul style="list-style-type: none">• Information Interviews with Cleaning Business Owners• Meet with Owners of Related Companies• Join Associations Educational Programs <ul style="list-style-type: none">• Certificate Programs• Health and Safety Courses• Business Courses Resources for Self-Study <ul style="list-style-type: none">• Books and Magazines• Websites	Chapter 3 pages 82 to 96
	Running a Cleaning Business	Chapter 2 pages 17 to 30
	Residential Cleaning Services <ul style="list-style-type: none">• About This Cleaning Specialization• First Time and Extra Cleaning Services	

- Maintenance Services
- Getting Access to the Home

Commercial Cleaning Services

- About this Cleaning Specialization
- Typical Commercial Cleaning Services

Other Standard Cleaning Services

- Exterior Cleaning Services
- Floor Care Services
- Other Services

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

Week 2 Review Questions

1. Regarding information interviews, which of the following should you do?

- Ask your network if they know anyone who works in a job that involves cleaning
- Once you secure a contact name, call them personally
- Ask your network if they know anyone who uses cleaning services
- Both b. and c.

2. When it comes to going on information interviews, which of the following approaches is recommended?

- You should contact businesses with the same niche as yours
- You should ask for a job
- You should tell the contact you are conducting an information interview
- You should contact businesses with a different niche than yours

3. Which of the following courses can be particularly important in the cleaning industry?

- Business courses
- Leadership courses
- Health and safety courses
- First Aid courses

4. Which of the following types of cleaning service businesses is the easiest and cheapest to start?

- a. Commercial
- b. Crime scene
- c. Residential
- d. Green

5. Which of the following cleaning services can be lucrative because you don't have to spend time working around furniture or other objects?

- a. Restoration services
- b. Move-in/Move-out service
- c. First-time service
- d. Maintenance service

6. When setting up a client key storage system for a cleaning business, how many people should have custody of the keys?

- a. Two
- b. Four
- c. Three
- d. One

7. For a new commercial cleaning business, which of the following is recommended?

- a. Have many lower-paying clients
- b. Consider larger accounts, like malls
- c. Have a few well-paying clients
- d. Consider corporations and larger businesses

Answers to Review Questions:

Week 2 Answers

1. (a) Ask your network of contacts if they know anyone who works in a job that involves cleaning. If possible, go beyond getting a name and telephone number. Instead, ask the individual who personally knows the cleaning services business owner to make the initial contact with the owner, explain that you are learning about the cleaning industry, and see if you can call them to ask a few questions. [p. 82]
2. (d) While owners of cleaning businesses may be willing to speak with you, be aware that they probably will not be eager to help if you plan to start a competing business in the same city. However, if you are going into a niche they do not serve, they might be willing to answer questions about their business such as which marketing techniques they have found most effective. [p. 84]
3. (c) Health and safety are important in the cleaning industry. Consider that you'll be working with a variety of hazardous chemicals. You might have employees, so it will be helpful to know what your responsibilities are to these employees and to government regulatory agencies. [p. 87]
4. (c) Residential cleaning services are the easiest and cheapest type of cleaning service to start. This type of service can be started with almost no investment. [pp. 17-18]
5. (b) With move-in/move-out services, you arrive when a home is empty to prepare it for a new resident. This can be a lucrative service to provide because the time spent on this type of cleaning is often less than regular cleaning, since you won't have to worry about furniture and other possessions being in the way. [p. 20]
6. (d) One person and one person only, should have custody of the keys. Otherwise, if anything does go wrong, such as a break-in at one of your clients' houses, there is only one person to look to who had access to the key. You should keep clients' keys under lock and key; buy a safe or a secure key cabinet. [p. 23]
7. (c) It is recommended to have a few well-paying and appreciative clients than many lower-paying clients. If you can service fewer accounts, but still maintain the income level you want, then your cost of providing the services will be lower. [p. 25]

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 3

This week you will continue to learn about running your cleaning business. You will also look into business plans, legal structure and choosing a business name and location.

Tasks

- Complete the week 3 readings from Chapters 2 and 4 as indicated below
- Answer the week 3 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

Completion	Topics	Reading
December 8 (week 3)	Running a Cleaning Business (cont.) Crime Scene Cleaning Services <ul style="list-style-type: none">• About This Cleaning Specialization• Crime Scene Clean Up• Meth Lab/Grow Op Clean Up Tools of the Trade <ul style="list-style-type: none">• Residential Cleaning Equipment and Supplies• Commercial Cleaning Equipment and Supplies• Crime Scene Cleaning Equipment and Supplies• Where to Get Equipment and Supplies	Chapter 2 pages 30 to 45
	Starting Your Own Business	Chapter 4 pages 49 to 80
	Getting Started <ul style="list-style-type: none">• Creating a Business Plan• Choosing a Business Legal Structure	

- Choosing a Business Name
- Franchising
- Choosing Your Location

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

Week 3 Review Questions

1. The term “bio-cleaning” is another word for which of the following?

- Green cleaning
- Trauma site cleaning
- Crime scene cleaning
- Both b. and c.

2. Which of the following types of cleaning require special training and licensing?

- Crime scene cleaning
- Residential cleaning
- Commercial cleaning
- Both a. and b.

3. Which of the following can be the worst problem to deal with when cleaning up after a meth lab or grow op?

- Repairing holes in floors and walls
- Cleaning up water spills
- Cleaning up toxic spills and chemical contamination
- Cleaning up a mold infestation

4. Which of the following can help remove strong odors and kill mold on exposed surfaces?

- Fogger
- Ozone generator
- HEPA vacuum
- Portable air scrubber

5. When purchasing cleaning supplies at wholesale, what is the typical discount?

- a. 20% to 50%
- b. 5% to 10%
- c. 50% to 70%
- d. 2% to 4%

Answers to Review Questions:

Week 3 Answers

1. (d) Crime scene cleaning, trauma site cleaning, or bio-cleaning, as it's sometimes called, is a highly specialized area of the cleaning industry. Owners of crime scene cleaning services generally will clean up almost any type of hazardous material. [p. 30]
2. (a) One difference between a crime scene cleaning service and other cleaning services is that you'll need to have special training and licensing. You'll need to know how to recognize potential evidence and know enough about crime scene investigations that you don't disturb the scene, as well as how to handle and dispose of hazardous chemicals and biohazard waste. [p. 31]
3. (d) By far, the worst problem can be the mold that grows in the highly humid environment needed to grow the illicit crop. Once established, mold can be very difficult to eradicate. It finds its way into and behind drywall, into the attic and insulation, into ductwork, and behind floors and ceilings. In some cases, if mold infestation isn't too bad, cleaning by scrubbing/washing or using dry ice to kill the mold is effective. In other cases, dry wall may need to be replaced and the supporting framing cleaned. Many homes have been condemned as a result of severe mold infestation. [pp. 34-35]
4. (b) An ozone generator helps remove strong odors, and can kill mold on exposed surfaces. [p. 40]
5. (a) Typical discounts when buying wholesale are 20-50%. You may need a copy of your retail license to get the wholesale rate, or to avoid paying sales tax. [p. 44]

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 4

This week you will learn about financial matters when starting your business. You will also look into choosing your target market.

Tasks

- Complete the week 4 readings from Chapters 4 and 5 as indicated below
- Answer the week 4 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

Completion	Topics	Reading
December 15 (week 4)	Starting Your Own Business Financial Matters <ul style="list-style-type: none">• Start-up and Operating Expenses• Start-up Financing• Taxes• Insurance• Setting Your Prices• Getting Paid Getting Clients Choose Your Target Markets	Chapter 4 pages 123 to 147 Chapter 5 pages 155 to 159

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

Week 4 Review Questions

1. When developing a cleaning business budget, which of the following is *false*?

- a. Creating a monthly budget will help you plan for the first year in business
- b. The budget for year two should be based on your actual costs during year one
- c. Your monthly budget will help determine costs to cover before you are profitable
- d. Overall costs for cleaning businesses are generally consistent

2. If a fire were to destroy your office, which of the following types of insurance would cover rent or taxes until your cleaning business is up and running again?

- a. Property
- b. Disability
- c. Business Gap
- d. Business Interruption

3. What are the two primary principles typically involved with determining how to set prices for cleaning services?

- a. Square footage and competition
- b. Client relationship and specialization
- c. Client budget and geographic location
- d. Reputation and specialization

4. Which of the following fees is typically assessed if you have arranged a time to be at a client's house for cleaning at an agreed-upon time, yet when you arrive no one is there to let you in?

- a. Key-pass fee
- b. Lock-out fee
- c. Padlock fee
- d. Key fee

5. When invoicing commercial clients for cleaning services, which of the following is *false*?

- a. The contract should state what date payments are due
- b. You should expect at least a 30 to 60 day delay in payment
- c. You should make sure the contract indicates the frequency of payments due
- d. Most companies will pay within 30 days

6. When you are just starting your cleaning business, which of the following should you do regarding your target market?

- a. Take whatever business comes your way
- b. Focus exclusively on the target markets you want to work with
- c. Phase out less-rewarding work as your business grows, then focus on projects you most enjoy
- d. Avoid marketing through professional associations

7. Home builders often hire cleaning businesses to do all of the following EXCEPT:

- a. Clean specific rooms such as kitchens
- b. Do post-construction clean up on new homes
- c. Clean model or show homes
- d. Maintain cleanliness while realtors try to sell completed homes

8. Which of the following target markets may have you cleaning model homes?

- a. Home builders
- b. Campgrounds
- c. Home owners
- d. Municipal buildings

Answers to Review Questions:

Week 4 Answers

1. (d) Your own costs may vary widely from those of other cleaning businesses, depending on what you currently have and what you plan to do with your business. Creating a monthly budget will help you plan for your first year in business; after that, you can build a budget for year two based on what you actually spent during your first year. Your monthly budget will also help you determine what costs you need to cover before you start making a profit. [p. 126]
2. (d) This insurance covers your bills and lost profit while you are out of operation for a covered loss, such as a fire. Just because the business is shut down doesn't mean the bills stop coming. This type of insurance covers ongoing expenses such as rent or taxes until your business gets up and running again. [pp. 137-138]
3. (a) Pricing for cleaning services are typically determined according to two principles: square footage and competition. Those who price against the competition recommend that new cleaning business owners call competitors and ask for a quote. [p. 140]
4. (b) Some cleaning business owners charge a lock-out fee. This applies when you have arranged a time to be at a client's house to perform cleaning services, yet when you arrive no one is there to let you in. What you charge (if you decide to charge this fee) is up to you, but remember that being put in this position by a client costs you money. [p. 143]
5. (d) A challenge with invoicing some commercial cleaning clients on a monthly basis is that some businesses expect at least 30 days to pay, and some corporations can wait 60 or 90 days before putting a check in the mail. Make sure you spell out in the contract the frequency of payment and on what dates each payment is due. [p. 145]
6. (c) When you are just starting out, of course you might take whatever business comes your way. However, you can focus your marketing efforts on the target markets you most want to work with. Once you start getting more business, you may be able to give up work you find less rewarding, and spend your time on clients and projects you find most rewarding. [p. 156]
7. (a) Companies that build new houses or develop condominiums often hire cleaning services on contract to do post-construction clean up on the new homes they build. The builder might need a cleaning service to come in and make sure that everything is neat and clean while their sales agents are trying to sell the home. Model homes too, need regular cleaning as dust and dirt build up because of regular traffic through them. Cleaning specific rooms is a specialty of cleaning businesses that clean for home owners. [pp. 157-158]
8. (a) Usually, home builders will have model homes they use to showcase their offerings. These homes, too, need regular cleaning as dust and dirt build up because of regular traffic through them. [p. 158]

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 5

This week you will continue to learn about getting clients for your cleaning business. You will look at marketing tools and techniques for promoting your business.

Tasks

- Complete the week 5 readings from Chapter 5 as indicated below
- Answer the week 5 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

Readings

Completion	Topics	Reading
December 22 (week 5)	Getting Clients (cont.) Marketing Tools <ul style="list-style-type: none">• Printed Materials• Your Portfolio• Your Website• Your Elevator Pitch Marketing Techniques <ul style="list-style-type: none">• Advertising• Free Media Publicity• Networking• Promotional Events	Chapter 5 pages 102 to 116

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

Week 5 Review Questions

1. As a cleaning business manager, what is the one marketing item that you cannot do without?

- a. A business card
- b. A brochure
- c. Print advertising
- d. Online advertising

2. When assembling your cleaning business portfolio, how many photographs should you include?

- a. 5 to 10
- b. 25 to 30
- c. 15 to 20
- d. At least one photo from every cleaning job you have done

3. The best letters of recommendation for your cleaning business portfolio are those written by whom?

- a. Friends and family
- b. Cleaning clients
- c. Former employers
- d. Your professional colleagues

4. The statement "I work with businesses like yours" is an example of which of the following elements of a one-on-one elevator pitch?

- a. Promise
- b. Proof
- c. Connection
- d. Probe

5. Which of the following types of information would a rate card for a potential advertiser NOT include?

- a. Age
- b. Gender
- c. Income level
- d. Local competition

6. When it comes to advertising for your cleaning business, you should do which of the following?

- a. Issue coupons that expire at least 6 months from the date published
- b. Offer an incentive, such as a free initial consultation
- c. Ensure there is no expiration date on coupons you offer
- d. Both a. and b.

7. Which of the following is the most effective way to advertise for your cleaning business?

- a. Running a single, large ad in a newspaper
- b. Running ads in news magazines
- c. Running a small ad in a newspaper once a week for a few months
- d. Running an “advertorial”; an advertisement written as an article

8. When writing a press release for your cleaning business, which of the following is *true*?

- a. Your press release should be 1,000 words or less
- b. Your press release should answer the six main questions at the end to ensure people read the whole thing
- c. Your first press release should be to announce your grand opening
- d. Your press release should be written like news, not an ad

9. When you are engaging in networking for your cleaning business, it is important to remember that it should be which of the following?

- a. A form of promotion where you focus solely on your own business needs
- b. A mutual form of promoting each others’ business needs
- c. Focused exclusively on the other person’s needs
- d. It could be any of the above, depending on your specialization

10. What is a great source of potential revenue that many cleaning businesses overlook?

- a. Referrals from clients
- b. Partnering with other cleaning firms
- c. Serving businesses outside their “target” market
- d. Referrals from contractors

11. When you give a speech or presentation promoting your cleaning services, which of the following is likely *false*?

- a. You will be well-paid
- b. It is an excellent way to promote your cleaning business
- c. Others may view you as an “expert” cleaner
- d. There are potential relationships and referrals to be had

Answers to Review Questions:

Week 5 Answers

1. (a) The first thing on your list of marketing tools is your business cards. This is one item that you can't do without as a cleaning business owner. A business card gives clients the essential contact information for your business, and every time you hand one out you should think of it as a mini advertisement. [p. 160]
2. (c) One suggested guideline is to choose 15–20 photographs of work you are really proud of (if you have that many different photos). It's ideal if you have cleaned for several different types of clients, so you can show some variety. [p. 165]
3. (b) The best letters of recommendation are those written by clients you have done cleaning work for. However, you can also include letters of recommendation from past employers if the letters say good things about your abilities in areas that are important in the cleaning service business, such as interpersonal skills and organizational ability. You can also include appropriate thank you notes you have received. [p. 165]
4. (c) The statement "I work with businesses like yours" is an example of a "Connection" element of an elevator pitch. [p. 174]
5. (d) Rate cards list the advertising options offered by a media outlet, and often include other useful information such as demographic statistics (age, gender, income level, etc.) about the target audience — the viewers, listeners, or readers the outlet reaches. [p. 176]
6. (b) One of the most effective ways to get people to contact you for cleaning services — and to test the effectiveness of each ad — is with some sort of incentive. An incentive can be anything from a discount coupon to a free gift or even a free initial consultation. To measure advertising effectiveness with coupons, it's a good idea to put a time limit or expiration date on it, typically 1 to 2 weeks after it's published. [p. 183]
7. (c) It has been estimated that people need to see an advertisement three to seven times before buying, so most businesses need to do repeat advertising for best results. A small ad that you run every week for a couple of months can generate more business than a single full page ad. If you choose to buy advertising, it will likely be most cost-effective to place ads in local realty magazines, the business to business section of local newspapers, or services classifieds. [p. 180]
8. (d) Press releases should be a maximum of 500 words. In addition, ensure it is newsworthy, give it a strong lead paragraph, and include contact information at the end. [p. 182]
9. (b) Simply put, networking is interacting informally for the purpose of finding new clients. Also, tell the person you are speaking with that you believe in mutually rewarding relationships and would be pleased to send clients to them as well. [p. 184]

10. (d) Referrals from contractors are an incredible source of potential revenue that many cleaning businesses overlook. Consider establishing relationships with contractors. They could bring you a steady stream of new clients without advertising. [p. 186]
11. (a) While you probably will not be paid for your presentations, giving a presentation can be an excellent opportunity to promote your business. The benefits are getting your name out there, being seen as an “expert cleaner,” and the potential referrals and relationships to be built by sharing what you know with others. [p. 189]

Cleaning Business Owner

Course # CBOB-1114

Starting November 17, 2014

Week 6

This week you will learn about working with people. You will focus on client consultations and working with subcontractors and support staff.

Tasks

- Complete the week 6 readings from Chapters 2, 4 and 5 as indicated below
- Answer the week 6 review questions
- OPTIONAL: Schedule your final half hour session with your faculty member
- Review questions from weeks 1 to 6
- Schedule and take your final exam

Readings

Completion	Topics	Reading
December 29 (week 6)	Working With People How to Do a Client Consultation <ul style="list-style-type: none">• Residential Client Needs Assessments• Commercial Client Needs Assessments Working with Subcontractors <ul style="list-style-type: none">• How to Find and Choose Subcontractors• Financial Arrangements• Strategic Partnerships with Vendors Working with Support Staff <ul style="list-style-type: none">• Employees versus Contractors• Finding Support Staff• The Interview Process• References• Employee Retention	Chapter 2 pages 45 to 59 Chapter 4 pages 147 to 154

Selling Your Services

- Responding to Inquiries
- Contacting Corporate Clients
- Meeting with a Prospective Client
- Preparing a Proposal

Chapter 5

pages 191 to 212

Client Contracts

Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

Week 6 Review Questions

1. If you're bidding on an office cleaning contract, which of the following should you do?

- a. Subtract the amount of space that furniture occupies from your bid estimate
- b. Remember that the square footage remains the same for pricing purposes, regardless of space that furniture or other objects occupy
- c. Double the square footage pricing if trying to navigate around large furniture makes cleaning difficult
- d. Try to find out who the lowest bidder is, then match or beat their bid estimate

2. When securing bids from cleaning subcontractors, at least how many companies should you solicit for each service?

- a. Four
- b. One
- c. Three
- d. Two

3. When paying subcontractors for cleaning products or services, which of the following is typically expected?

- a. Paying a 50% deposit upfront
- b. Payment will be due at the time of service
- c. The client will pay the subcontractor directly
- d. Paying a 25% deposit upfront

4. How are referral fees calculated in the cleaning industry?

- a. You receive a percentage of what your strategic partner earns from the referral
- b. You receive a flat fee from your strategic partner
- c. Your strategic partner may not be willing to pay a referral fee
- d. There are no firm guidelines

5. When comparing contractors vs. employees for your cleaning business, which of the following statements is *true*?

- a. An employee will have learned their job skills elsewhere
- b. A contractor chooses how to do their work
- c. An employee chooses where to do their work
- d. A contractor works only for you

6. What is the first thing you should do when you are looking to hire support staff?

- a. Ask family, friends and acquaintances if they know of anyone who may fit the position
- b. Contact a temporary employee service
- c. Run an ad in the classified section of your local newspaper
- d. Advertise the position on an online job site

7. When interviewing cleaning subcontractors, which of the following is an example of a “behavioral question” in an interview?

- a. “Tell me about yourself”
- b. “Tell me about a time when you dealt with a difficult customer”
- c. “Why do you want to work for our company?”
- d. “Where do you see yourself in 5 years?”

8. Which of the following are the best references to check for potential cleaning staff?

- a. Family or friends
- b. Former co-workers
- c. Former clients for whom they have performed cleaning
- d. Former employers

9. When you are checking references, which of the following is a way of finding out if a potential employee could take initiative and find new tasks?

- a. “Could they work independently?”
- b. “Did they take direction well?”
- c. “How well did they get along with everyone?”
- d. “How did they handle stressful situations?”

10. Which of the following is the primary reason why cleaners have difficulty retaining staff?

- a. Lack of benefits
- b. Staff are fired for stealing
- c. Low pay
- d. The workers are contractors

11. When conducting your first in-person meeting with a potential cleaning client, which of the following should you NOT do?

- a. Focus specifically on what the client wants
- b. Describe all of your services
- c. Tell the client how to clean the space themselves
- d. Be willing to share a few ideas that leaves the impression you are an expert

12. During an initial consultation with a client, which of the following should you NOT focus on as a benefit of your service?

- a. You can save the homeowner hours of time
- b. Any tasks the homeowner would prefer to do themselves can be left to the homeowner
- c. Your fees are based on square footage so smaller homes are less costly
- d. Cleaning services can make living spaces healthier and cleaner

13. Which of the following is typically NOT included in your contract/services agreement?

- a. Your name, address and contact information
- b. How and why your cleaning services will be provided
- c. A description of cleaning services you will provide and any services you will not provide
- d. Your cancellation policy

Answers to Review Questions:

Week 6 Answers

1. (b) If you're bidding on an office cleaning contract, remember that just because an 8' x 10' office is dominated by a 3' x 6' desk, the square footage remains the same for pricing purposes. Even if you aren't able to polish the surface of a cluttered desk, you'll still need to dust and polish other surfaces on the desk. [p. 48]
2. (d) Solicit bids from at least two companies for each service. When you hire or recommend subcontractors to a client, you are ultimately responsible for how well those subcontractors do their jobs. Remember your name is on the line if you bring in a subcontractor and they don't come through in a timely or professional manner or within cost, so look for someone reliable, and have at least one back-up for each job. [pp. 52-53]
3. (b) Many subcontractors will expect to be paid at the time they supply the product or service. In some cases, companies expect a deposit (e.g. 50%) to book the job; however, in most cases, you shouldn't have to pay up front. Never pay up front for a service before it is performed unless you're certain about the reputation and reliability of the subcontractor. [p. 57]
4. (d) There are no firm guidelines regarding the amount of a referral fee in the cleaning industry. It can be whatever you negotiate with a particular strategic partner, and might be a percentage of what they earn from the referral (e.g. five to 20 percent of the amount of the client's first purchase from the strategic partner) or a flat fee. [p. 59]
5. (b) If you hire contractors, those people will have learned their job skills elsewhere. They can choose how and when to do the work. You mutually agree on what product will be delivered or what services will be performed, as well as where and when they will be performed. But you cannot require them to be at your office or anywhere else for a certain number of hours daily. [p. 148]
6. (a) The first place to start when searching for support staff is by using word of mouth to let others know you are looking to hire someone. Ask friends, family and acquaintances if they know anyone who might be a good candidate to work with your business. Other options include running an ad in the classified section of your area newspaper, working with an employment service, or seeking help on an online job site. [p. 149]
8. (b) "Tell me about a time when you dealt with a difficult customer," is an example of a behavioral question. Behavioral questions ask applicants to give answers based on their past behavior. Instead of giving hypothetical answers of what someone would do in a particular situation, the applicant must give examples of what they actually have done. [p. 150]
9. (d) The best references are former employers. (Former co-workers may be friends who will give glowing references no matter how well the employee performed.). [p. 152]

10. (a) “Could they work independently?” is a way of asking if the employee took the initiative to find new tasks or if they sat around waiting to be told what to do next. Keep in mind that many companies will not give you detailed information about a past employee for liability reasons, so it’s up to you to ask pointed questions that help you learn about each applicant. [p. 152]
11. (c) Most employers don’t pay their cleaners very well, and that is a primary reason that employees move on. Another reason that employees leave is that they are hired as contractors rather than employees, often incorrectly. As a result, they don’t receive any benefits and might move on to another employer who does offer benefits. [p. 153]
12. (c) Benefits of your service include making living spaces and offices healthier and cleaner, saving homeowners money through negotiations with vendors, saving homeowners time and allowing homeowners to do only the tasks they wish. [p. 201]
13. (b) Your contract or agreement should explain what services you will provide for the client and how you are to be paid. It may also include your name, company name (if applicable), address and contact information, the client’s name, company name (if applicable), address and contact information, description of the services being provided, when the services will be provided, any services not being provided, fees, including payment terms, deposits, and reimbursement of expenses, cancellation policy and signature lines for you and the client. [p. 208]