

MAXIM Advanced

Carpet Protector



Congratulations, you're doing well as a Carpet Cleaner!
Carpet Cleaning = \$107 per hour*

Now, how are you going to put your kids through college?
Carpet Protector = \$480 per hour*

Where should you place your focus with the jobs you already have booked?

Putting more money in your pocket on every job has never been easier.

If you ask fellow cleaners for ways to put more money in your pocket for each job you do, you'll get lots of advice. Some will tell you to raise your prices. Others will recommend new methods or tools which will help you clean faster. Some may offer you ways to try and cut costs. Don't forget however, that the **easiest way** to make more money per job is simply to make a commitment to offer every carpet cleaning customer **MAXIM™ ADVANCED** Premium Carpet Protector.

Why should you and your technicians be offering MAXIM™ ADVANCED on every carpet cleaning job?

MAXIM™ ADVANCED is simply a better product than other industry protectors. It is the absolute latest technology in protectors and stain blockers and provides enhanced oil and soil resistance never seen before in protectors. MAXIM™ ADVANCED contains all of the same treatments that carpet mills use to provide protection on new stain resistant carpet. Its enhanced formulation provides a true stain prevention barrier rather than just surface protection. **The carpet dries faster.** Less water equals faster drying. When you apply MAXIM™ ADVANCED, you only need to **apply ½ the water** it takes to properly apply conventional protectors. This amazing new formula creates a better distribution of solution across the entire area of the carpet being treated. This ensures equal treatment of all protected areas and helps to minimize the potential of uneven spraying.

The most important reason you should be offering carpet protector on every job is that it will put more money into your pocket. You can slip an extra \$14,000 or more a year into your pocket just by selling MAXIM™ ADVANCED on only 20% of your carpet cleaning jobs.* Every major survey done of consumers who had their carpet professionally cleaned has demonstrated that over 80% were interested in the benefits of having a protector applied following professional cleaning. With the simple selling tools that MAXIM™ ADVANCED is supplying to you, you don't need to convince the customer. All you need to do is make a commitment on the part of you and your technicians to simply ask for the order.

Reasons your customers will love MAXIM™ ADVANCED on their carpet.

It will make spot and spill clean-up so much easier and painless. The two levels of protection (stain protection and soil resistance), provide them with more time to clean up spots and spills. This reduces the likelihood of a permanent stain. Their carpet will last longer. It reduces carpet wear, especially in high traffic areas. Subsequent vacuuming will be faster, easier, and more efficient. It will leave their carpet cleaner, brighter, and fresher. The most advanced stain protection barrier and enhanced soil resistance make MAXIM™ ADVANCED the best protector on the planet, and MAXIM™ ADVANCED is safe for their children and pets.

The simplest way to ask for the order.

Before you book the job, while you are doing the carpet cleaning, or immediately after the cleaning is done, simply hand your customer the MAXIM™ ADVANCED brochure describing all the benefits. Run the blotter card under the water in the kitchen sink while explaining the "advanced" protection they receive from MAXIM™ Advanced. Let the customer touch the card. Give the customer the price and then say, "It's an amazing product, which rooms would you like protected?" With this technique you should be able to sell up between 20 and 50% of your jobs.

Want to increase your bottom line even more?

Take the step that separates your presentation from all the other protector sales routines. Get out your carpet demonstration samples, (available from your distributor). It's one thing to show them MAXIM™ ADVANCED working on blotter cards. Now show them how it works on carpet! Then simply give the customer the "two Choice" option described in Step #3 below.

Here's a simple four step sales process you can employ that has been clearly demonstrated to sell MAXIM™ ADVANCED protector on 80% of carpet cleaning jobs. If you average 10 carpet cleaning jobs a week and close 80% of them on protector sales, you'll add an extra \$60,000 to your annual bottom line.

Step #1

Present the opportunity to every customer and provide the MAXIM™ Advanced sales brochure. A great time to do this is in the middle of cleaning the dirtiest area. Have the customer come and inspect so they can see the difference you are making. Say, "Mrs. Brown, it looks like your carpet is cleaning up very nicely. Are you familiar with MAXIM™ Advanced protector?" No matter what the answer, this will give you a good opportunity to demonstrate. Continue, "I can imagine you would like to keep this fresh cleaned look for as long as possible. May I take just a minute and demonstrate how MAXIM™ Advanced Protector works?"



Step #2

Demonstrate MAXIM™ ADVANCED every time using carpet samples with red dye. Show the picture or sample of the soiling test.



Step #3

Give the customer a choice.

Following the demonstration the technician offers the customer one of two options.

Technician to customer: "Pretty impressive wouldn't you say? We can apply MAXIM™ Advanced to your freshly cleaned carpet to help it stay new looking for only \$.16 (example price) per square ft., or if you like you can choose the protector with a warranty plan for just an additional \$.03 (example price) per sq. ft.. The warranty includes a free bottle of Home Pro spotter. During the next year if you have a spot or spill that the Home Pro will not remove then we will make a service call at no charge to remove the spot. Most of our customers really appreciate the warranty plan but of course the choice is yours, which would you prefer?"



Step #4

Apply MAXIM™ Advanced – Fill out warranty or certificate of authenticity – Provide a bottle of Home Pro spotter and explain how to USE IT. – Provide aftercare brochure.

*HERE ARE THE NUMBERS...

Example: 1000 square feet of carpet cleaning

Cleaning at 32 cents per square foot (including furniture moving) \$320.00
Cleaning, set-up, and tear down times: 3 hours. Rate per hour earned **\$107.00**

Apply MAXIM™ Advanced Protector at 16 cents per square foot \$160.00
Time to apply protector: 20 minutes. Rate earned per hour **\$480.00**

Your cost for MAXIM™ ADVANCED is around \$33 per 1000 square feet. With a labor rate of \$15 per hour, your profit from selling protector is **over \$432 per hour.**

If you sell MAXIM™ Advanced on only 20% of the carpet cleaning jobs and you average 10 carpet cleaning jobs a week, that's 104 protector sales per year. Your added profit will be; 104/3 jobs per hour = 34 hours x \$432 profit per hour = **\$14,976 profit per year.**

If you sell 80% (yes there are companies that do this) of the carpet cleaning jobs you do, and you average 10 jobs a week, that is 416 protector jobs a year (52 weeks x 8 jobs per week). Your added profit with be: 416/3 jobs per hour = 139 hours x \$432 profit per hour = **\$60,000 profit per year.**

