FIELD SALES ONBOARDING GUIDE

Shortening your runway

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Enviro-Master

WELCOME TO

Enviro-Master

A note from Steve Richey
Chief Revenue Officer

Welcome to Enviro-Master! We're excited to have you as part of our growing team. You're joining a company built on the foundation of hard work, perseverance, and a commitment to delivering exceptional service to businesses.

Sales is the engine that drives Enviro-Master forward, and as a new salesperson, you play a crucial role in our continued success. The work you do every day—pulling doors, building relationships, and closing deals—does more than just generate revenue, it ultimately fuels the growth of the entire company.

This Onboarding Guide is here to help set you up for success. It's your roadmap to mastering the sales process, developing your skills, and overcoming challenges. Over the next several weeks, you'll go through a structured training program designed to give you the tools, knowledge, and confidence to succeed. Whether it's learning how to prospect effectively, handle objections, or leverage the resources available to you, this guide will be your foundation.

Take this time to learn, ask questions, and push yourself outside of your comfort zone. The best salespeople never stop learning, and the habits you develop in these first few weeks will shape your career here. We're invested in your success, and we're here to support you every step of the way.

Welcome to the team—we can't wait to see what you accomplish!

Purpose

The Enviro-Master Field Sales Onboarding Guide is designed to provide a structured, interactive roadmap for new Salespeople and Franchisees as they navigate their first six weeks. This guide ensures a comprehensive onboarding experience by integrating key sales processes, appropriate insights into operations, and hands-on field training.

By following this guide, new team members will:

- Gain a clear understanding of Enviro-Master's sales process and service offerings.
- Learn how to effectively engage with prospects and customers.
- Document and retain essential sales knowledge through structured activities.
- Develop confidence by asking the right questions at the right time.
- Benefit from immersive learning experiences, including:
  - A week in operations to understand service execution firsthand.
  - Sales Bootcamp for foundational sales training.
  - Field shadowing with an experienced sales trainer or franchisee for real-world application.
- Getting familiarized on **EMU** (Enviro-Master University)

This interactive approach ensures that new Salespeople and Franchisees are not only informed but also actively engaged in their learning, setting them up for long-term success in selling Enviro-Master's services.

Throughout your onboarding, routinely share the progress of your onboarding guide with your Franchisee and/or trainer to further discuss the intended take-a-ways.

DISCLAIMER:

Please note that Enviro-Master International Franchise (EMIF) does not employ the salespeople of its Franchisees. Therefore, the decision to implement this training program is at the sole discretion of the individual Franchisee for their employees. EMIF offers this program as a resource and guide, but the adoption and use of its contents remain the responsibility of the Franchisee.

Before you begin...

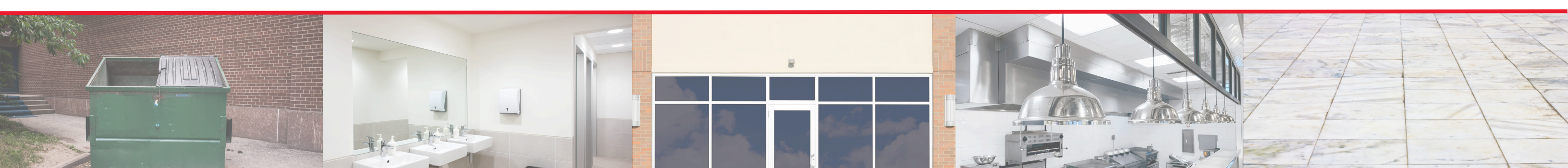
The Field Sales Onboarding Guide is your trusted partner as you step into your role as a new Enviro-Master salesperson. Designed to help you hit the ground running, this guide is packed with tools and insights to get you familiar with our services and confident in the field. To maximize its value, here's how to use it effectively as you begin your journey.

Start by preparing for your observation of each service, such as Re-Fresh Power Washing or Sani Service. Before heading out, carve out a few minutes to skim the corresponding section in this guide. Doing so will prime you for the hands-on activities we've included—like snapping before-and-after photos to showcase transformations or pinpointing key takeaways that highlight our value. This preview ensures you're tuned in to what's most important, allowing you to observe with purpose and absorb the details that will fuel your sales conversations. At the end of each section, you'll find a dedicated space for notes. Take advantage of it—document your thoughts, capture observations, or note ideas that spark as you watch our skilled technicians at work. These notes can become the foundation of your sales approach by helping you **craft your story**!

Preparation goes beyond the guide itself. Make sure you're ready for each day by confirming where you'll be—whether it's a client's site or a meet-up with a technician—so you can step into the experience without missing a beat. While you're there, lean into curiosity. Ask thoughtful, well-crafted questions about the service process, its benefits, or what sets it apart. The answers you uncover will deepen your understanding and give you the edge you need to sell with authority. This guide is built to support your growth, so flip ahead, keep yourself organized, and use it as a springboard to make your onboarding week a solid launchpad for success.

Before you dive into your observation week, take time to check in with your franchisee about what to wear. They may ask you to sport Enviro-Master branded attire to represent the team professionally—clarify this ahead of time.

From a safety perspective, slip-resistant shoes are non-negotiable. Our work often takes us to areas with wet floors, like those freshly power-washed surfaces, so the right footwear keeps you steady and safe. With these details squared away, you'll be fully equipped to focus on learning and soaking in the experience.



Onboarding Overview

OUR MISSION, VISION, & VALUE

WHO WE ARE

Enviro-Master is an award-winning commercial cleaning company serving tens of thousands of businesses across North America through our franchise network.

WHAT WE DO

We train our dedicated Hygiene Technicians to clean critical surfaces and touch points through the use of time-tested, proprietary techniques and processes.

WHY WE DO IT BETTER

Enviro-Master is fully dedicated to providing the best solutions for restroom and facility hygiene by giving our customers and their staff the power to do the things that matter most when it comes to running your business.

Our Mission:
At Enviro-Master, our mission is to protect public health and safety by delivering professional hygiene and deep-cleaning services to businesses across North America. We are committed to providing solutions that enhance the cleanliness, appearance, and longevity of our customers' facilities while fostering strong, lasting partnerships.

How This Applies to Sales:
As a salesperson, you are the bridge between our mission and the businesses that need our services. Every conversation, proposal, and follow-up is an opportunity to educate prospects on the value of a cleaner, healthier environment and how Enviro-Master can help them achieve it.

Bringing It All Together:
Selling for Enviro-Master isn’t just about transactions—it’s about solving problems, building trust, and making a lasting impact on our customers. By embracing our mission, vision, and values in every interaction, you’ll not only achieve sales success but also contribute to the greater purpose of helping businesses succeed.

Onboarding Overview

Where do you fit in and who are the key players in your market?

This activity is to help you understand where you fit geographically within the organization. Fill in the blanks next to each heading as it pertains to you.

Depending on size, some markets may not have all positions below yet filled.

Where is my market?

Market:	**Market Name:**

Who are the people around me?

Franchisee(s):	**Operations Manager/General Manager:**
Office Manager:	**Route Supervisor(s):**
Sales Leader(s):	**Corporate Accounts Salesperson:**
Installer(s):	**Sales Team:**

Leveraging the Right People for Success

Succeeding in sales isn't just about what you know—it's about knowing who to go to when you need answers, guidance, or support. Understanding the key players in your market, region, and at the corporate level helps you work more efficiently, solve problems faster, and continuously improve.

Each person in your support network—whether it's a franchisee, sales coach, or corporate contact—has valuable experience and insights to share. By identifying who holds each position, you'll be able to:

- **Get quick answers** to questions about pricing, service execution, or sales strategies.
- **Learn from top performers** by observing how experienced team members approach selling and problem-solving.
- **Navigate challenges effectively** by knowing who to turn to for customer issues, operational support, or contract questions.
- **Maximize available resources** so you don't waste time searching for information you could easily access.

Complete the activity above by listing the people in each key position. There may be more than one person in certain roles, so be thorough and make sure to introduce yourself to them. The more connected you are to the team around you, the more confident and prepared you'll be in the field.

Onboarding Overview: Your Runway

The Onboarding Runway: Your Path to Success

At Enviro-Master, we've designed a focused, three-week onboarding program to set you up for success as quickly as possible. The sales process itself is simple—but that doesn't mean it's easy. It requires discipline, curiosity, and consistent execution. By following the onboarding plan, actively engaging with your trainers, and applying what you learn in the field, you'll develop the skills and confidence needed to succeed.

This onboarding structure isn't just theory—it's been proven to work. The top performers at Enviro-Master helped create and followed this same plan, asked great questions, and executed with urgency. If you do the same, you'll build a strong foundation for long-term success.

Why a Three-Week Onboarding?

Enviro-Master operates within a fast-paced, small business environment where every team member plays a crucial role in driving growth. Unlike large corporations with extended training timelines, we must be efficient in preparing new salespeople to contribute quickly. **This means:**

- You'll receive targeted, hands-on training to get up to speed faster.
- You'll learn by doing, not just watching, with real-world sales experience from day one.
- You'll be equipped with the tools, coaching, and resources to start making an impact right away.

We believe in getting it right—and getting it right quickly. By embracing the process, engaging with your trainers, and putting in the effort, you'll be well on your way to building a successful career with Enviro-Master.

WEEK #1

- In the field with **operations**
- Learn- *Who We Are & What We Do*

WEEK #2

EM Sales Bootcamp
(virtual classroom training)

WEEK #3

Get in the field and start selling!

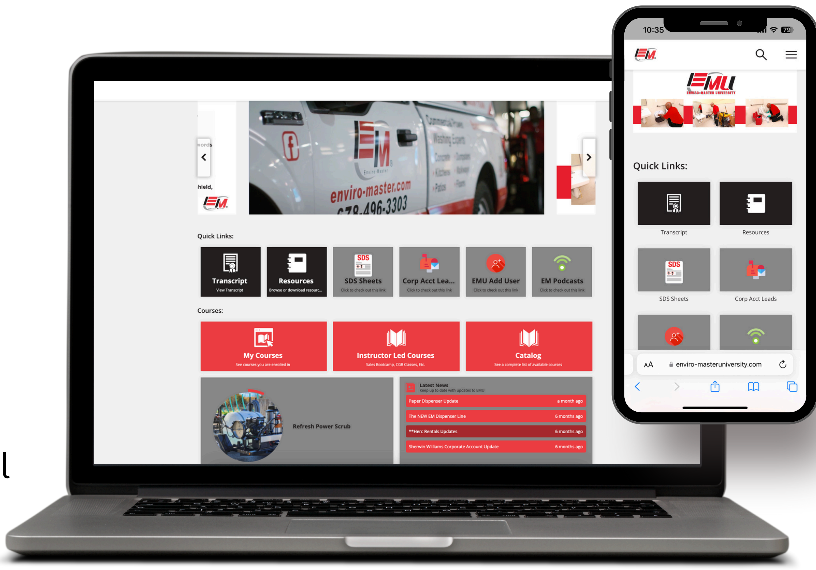
Enviro-Master University

Understanding and Utilizing EMU

Enviro-Master University **(EMU)** is our company's **Learning Management System (LMS)** and serves as your central hub for communication, knowledge, and ongoing development. Whether you're looking for training, insight, or inspiration, EMU is the platform that keeps you connected and continuously growing in your role.

Through EMU, you'll have access to:

- **Recordings of system-wide calls** to keep you informed on current updates and initiatives
- **Enviro-Master podcasts** featuring interviews, success stories, and expert tips
- **Sales training courses** to help you sharpen your skills and build confidence in the field
- **Valuable resources** such as marketing slicks, proposal templates, and sales tools
- **Corporate accounts** library with profiles detailing pricing and scope of work for each acct



As a salesperson, you'll be automatically enrolled in a **welcome video** and an introductory course about **who we are and what we do**. These courses will help you gain a solid understanding of our brand and services from the start.

EMU is a user-friendly, easy-to-navigate platform. All **certifying (required) courses** will automatically be assigned to you and will appear in the **"My Courses"** section of your dashboard. In addition to assigned training, you're highly encouraged to explore and **self-enroll** in any of the **Sales Courses** by simply clicking the "**Sales Courses**" tile right on the home page.

Enviro-Master University is always being updated, so be sure to check back regularly for additional training courses, resources, and communication that will help you stay connected to the Enviro-Master Franchised System.

To get started, please work with your Franchisee to receive your login credentials. You can also email us at EMU@Enviro-Master.com for login help. Once you're in, take the time to explore what's available—EMU is designed to support you at every stage of your sales journey and help you become the most effective Salesperson you can be.

Certification

Becoming a CERTIFIED Enviro-Master Salesperson

At Enviro-Master, we believe that proper training, structure, and support lay the foundation for long-term sales success. That's why every new Salesperson must complete our **Sales Certification Process** to officially become a **Certified Enviro-Master Salesperson**.

This process includes completing the full onboarding program outlined in this guide. During that time, you'll go through a week of immersive learning in the field with your service team, participate in **Enviro-Master Sales Bootcamp**, followed by a week in the field with a Sales Trainer and/or Franchisee. Finally, in Weeks 4–6, you'll continue building your skills and apply what you've learned—culminating in a **final assessment** with a representative from Enviro-Master Corporate. This assessment and rolplaying session will test your knowledge, confidence, and ability to navigate a typical sales scenario in alignment with our proven process.

Once you've been **enrolled in and completed Bootcamp**, it will automatically trigger a member of the Corporate Sales Support Team to reach out and **schedule your final certifying assessment**. Successfully completing this process confirms that you have the mindset, skills, and structure to thrive in the Enviro-Master system and represent the brand with professionalism and consistency.

Certification is also a requirement to be eligible for any performance-based awards such as **Top Gun, Sales Rookie of the Year, Salesperson of the Year**, and to qualify for **corporate-sponsored contests and incentive trips**. Becoming a certified Enviro-Master Salesperson not only gives you the tools to succeed—it also opens the door to some of the most exciting opportunities and recognition within our franchised system.

To qualify for FULL certification, you must:

- Follow the 3-week runway outlined in this guide
  - 1 week in the field with the service team
  - Complete **EM Sales Bootcamp**
  - 1 week in the field with a sales trainer
- Complete all assigned courses on **EMU**
- Complete this **Field Sales Onboarding Guide**
- Participate in **final assessment** in week #6
  - Pipeline and sales progress review
  - Assessment of skillset
  - Final roleplay with member of Corporate Team

ONBOARDING WEEK #1

WEEK #1

WEEK IN THE FIELD WITH OPERATIONS

ENVIRO-MASTER UNIVERSITY

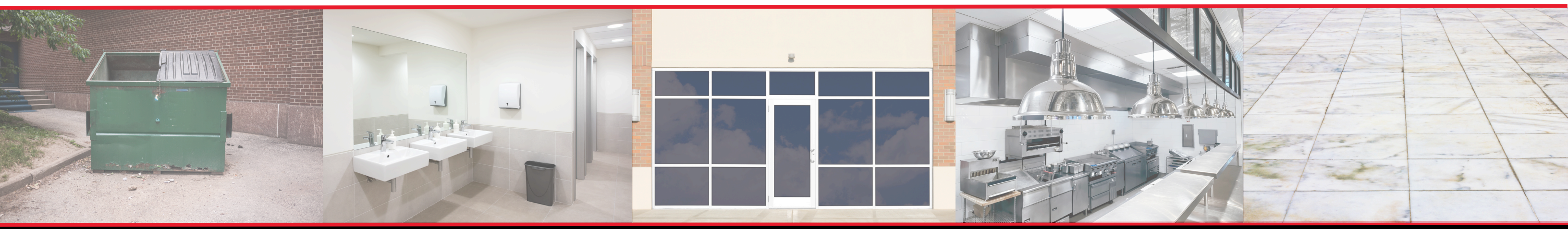
Week #1 Overview

Observing the Operations Team

This week, you'll immerse yourself in the day-to-day operations of Enviro-Master, gaining a firsthand understanding of our core services. Your primary goal is to learn not just what we do, but how we do it—paying close attention to the interactions between our Hygiene Technicians and our customers. These relationships are at the heart of our business, and as a Salesperson, you'll be selling more than just a service—you'll be selling the trust, reliability, and partnership that our technicians build with every visit.

While observing, take note of key service highlights and important takeaways that will help you in your future sales efforts. Keep in mind that some services, such as new account installations, may not be scheduled this week, and there may be products or services that aren't currently being utilized by our accounts. This represents a valuable opportunity for you to introduce new solutions and drive growth within the Franchise. You may also observe the same services multiple times, reinforcing your understanding of how they are delivered and received by customers.

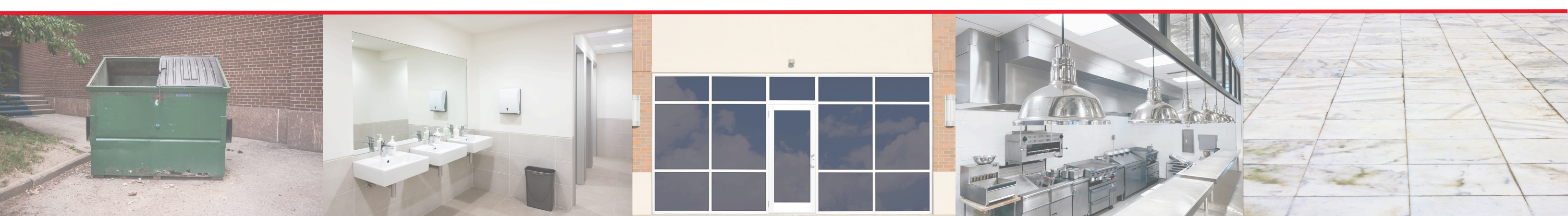
If certain key services are not scheduled during your observation period, take initiative—work with your Franchisee and Operations Manager to arrange a time in the coming weeks to see these services in action. Experiencing these interactions firsthand is essential to building a strong foundation, allowing you to confidently communicate the full value of our services to potential clients. Use this week to absorb, ask questions, and recognize where new opportunities may exist. Your success starts with understanding the relationships that make our business thrive.



Week #1 Overview

What you'll observe this week:

- **Meeting your service team**
  - Monday Morning Meeting
  - Tour the warehouse
- **Sani Service** (Restroom Hygiene Service)
  - Microfiber Mopping
  - Foaming Drain Line Service
  - Introduction to products
  - SaniPod
  - Paper Management Program
- **Scrub & Sani-Scrub Service**
- **RPM Window Service**
- **Re-Fresh Power Scrub Service**
- **New account installation**
- **A day with your Operations Manager**
  - Quality Controls
  - Installs
  - Meeting with Technicians



ENVIRO-MASTER UNIVERSITY

Monday Morning Meeting

The **Monday Morning Meeting** is your first opportunity to meet the entire team within your Franchise and experience the culture firsthand. This meeting covers key topics **such as**:

- Route sales updates
- Customer feedback (including Google reviews),
- Quality control shout-outs for outstanding technician work
- Safety reminders for field operations, and important updates from leadership.

Beyond the agenda, this meeting is where the franchise's **core values** are reinforced in a group setting. It's a chance to see how the team interacts, how success is recognized, and how everyone works together to serve our customers.

If this meeting takes place on your first day, it will also be the first time the entire team meets you. Take the initiative—**introduce yourself, get to know your teammates, and start building relationships**. As a Salesperson, you're not just selling our services; you're selling the trust, reliability, and personalities of the technicians who build relationships with our customers every day. Observing how they communicate, problem-solve, and take pride in their work will give you valuable insight into what makes Enviro-Master successful.

Use this time to **listen, learn, and engage**—your ability to connect with the team now will make you a stronger salesperson in the field. Don't forget, **your sales impact their pay!**

Week #1: Getting familiar

Touring the Warehouse

Understanding Our Products & Solutions

Before diving into Sales Bootcamp, it's important to get a firsthand look at the products and solutions you'll be selling. The warehouse is the heart of operations, where technicians stock up on supplies, mix solutions, and prepare for their service routes. By touring the warehouse, you'll gain a better understanding of the products that differentiate Enviro-Master from the competition and how they play a role in solving customer problems.

As you walk through the warehouse, take the time to observe, ask questions, and take notes on the following key areas:

1. **Paper Products**
   a. *What types of paper products do we offer?* ***What are the case counts?***
   b. *How do our paper solutions provide value to customers?*
   c. *What makes our Paper Management Program different from traditional suppliers?*
2. **EM Dispensers**
   a. *What are Enviro-Master's proprietary dispensers, and how do they benefit businesses?*
   b. *How do these dispensers help customers save money and reduce waste?*
3. **Air Care & Scents**
   a. *What scents do we offer in this market?*
   b. *Why is scent important for businesses, and how does it enhance customer experience?*
4. **Soap Mixing & Custom Solutions**
   a. *Why do we mix our own soap in the warehouse?*
   b. *What are the benefits of our custom soap solutions compared to off-the-shelf products?*
   c. *How does our soap program contribute to cost savings and improved hygiene for customers?*

Week #1 Overview

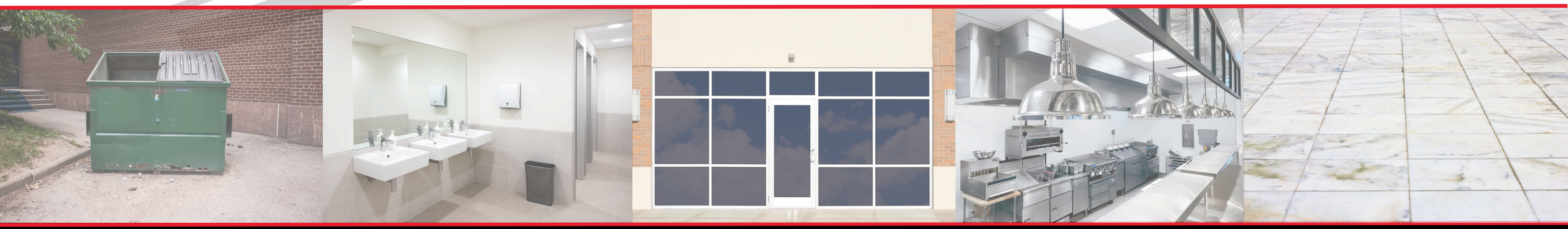
The Power of Planning Ahead:

Success in sales starts with strong planning. Just as you'll need to continuously map out your sales activities for the weeks ahead, the same approach applies to your onboarding. A well-structured week ensures you maximize your learning, observe key services, and spend time with the right people to build your foundation at Enviro-Master.

Work with your Franchisee, plan, and use the schedule tool on the next page (sample below) to plan who you'll be shadowing and when. Being proactive about your schedule allows you to stay organized, make the most of your time in the field, and ensure you don't miss critical learning opportunities. The habits you build now—planning ahead, staying prepared, and structuring your time effectively—will directly contribute to your long-term success in sales.

YOUR SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday
Service:	Sani Service	Scrub Service	Re-Fresh/RPM	Installs	Day with Ops Mgr
Start Time:	6:00am @ Warehouse	5:00am @ Warehouse	8:00am @ Buffalo Wild Wings	6:30am @ Warehouse	7:00am @ Warehouse
Trainer:	Donna	Steve	Howard	Corey	Marty



Week #1 Overview

YOUR SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday
Service:	Service:	Service:	Service:	Service:
Start Time:	Start Time:	Start Time:	Start Time:	Start Time:
Trainer:	Trainer:	Trainer:	Trainer:	Trainer:

ONBOARDING WEEK #1

SANI SERVICE

RESTROOM AND HYGIENE

EMU
ENVIRO-MASTER UNIVERSITY

Week #1: Sani Service

What is our Restroom Hygiene Service?

Also referred to as “SANI SERVICE” or “SANI”

Enviro-Master’s Restroom Hygiene Service is designed to keep commercial restrooms clean, sanitary, and odor-free. This service is **Enviro-Master at it’s core**. Our **trained and certified** Hygiene Technicians perform a deep cleaning process that removes bacteria, grime, and odors that regular janitorial cleaning can’t address. Using hospital-grade disinfectants **electrostatically** and specialized equipment, we target high-touch surfaces, toilets, urinals, sinks, and floors to eliminate germs and odors to create a healthier environment for employees and customers.

This service not only improves the cleanliness and appearance of restrooms but also helps businesses reduce maintenance costs, mitigate potential risks, and enhance the overall customer and employee experience. With **weekly** routine service visits, we ensure restrooms stay hygienic, fresh, and welcoming week after week.

Each week, a **certified Hygiene Technician** will visit our customers to conduct a **deep cleaning** and **sanitization** of their restrooms by removing **uric scale** and other soils that provide a food source for odor-causing bacteria.

They then coat their **fixtures** with our proprietary sealant, forming a **microbial barrier**, providing weeklong residual protection for them, their employees and their customers.

Our Hygiene Technicians go the ***Extra-Mile*** with a high attention to detail to ensure our customers are left with a fully **clean** and **sanitized** restroom.

Another example of going the ***Extra-Mile*** is through the attention of the restroom floors. The Hygiene Technician will use a microfiber mop to remove buildup and bacteria on the floors, further raising the bar of clean.

Week #1: Sani Service

Working with Your Sani-Tech: Observing, Learning & Asking the Right Questions

Your time in the field with a Hygiene Technician (Sani-Tech) is one of the most valuable parts of your onboarding. This is your chance to see our services in action, understand the tools and techniques we use, and gain insight into the customer relationships that drive our business.

As you observe, don't just watch—ask questions.
For example:

- Why do we use this tool instead of another?
- What does this product do, and how does it improve service results?
- How do customers react to the service, and what do they appreciate most?
- What challenges do technicians face, and how do they overcome them?

Engage, observe, and take notes—this experience will give you a strong foundation for selling both our services and the value of the technician-customer relationship. We hope that seeing the service, you will be able to setup the customer and technician for success.

Activity:

The Technician's Kit

Name 5 specific tools the technician uses and their purpose:

- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________

Week #1: Sani Service

Understanding the Chemicals We Use: Observing and Learning *the Why*

As part of your onboarding, you'll also have the opportunity to observe the chemicals our technicians use during service. These products are specifically chosen for their effectiveness in creating a cleaner, safer, and healthier environment for our customers. As you observe the Hygiene Technician, take the time (and take notes) to learn about the chemicals we use and ask why each one is selected for specific tasks.

- What makes this chemical effective for its job?
- How does it help achieve the high standards we set for cleanliness and hygiene?
- Are there safety precautions we follow when using these chemicals?
    - ***How can this be a competitive advantage?***
- Why is it important to use the right chemical for the right surface or task?

To ensure you're getting the most out of this learning experience, be prepared to **name 4 specific chemicals** used in the field and understand their purpose. Knowing what each chemical does on a high-level will help you understand the difference our proprietary processes make and how they set us apart from the competiton.

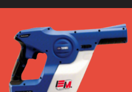
Ask questions, observe closely, and take notes—this knowledge will not only help you build trust with your customers but will also be a key part of your success as a salesperson at Enviro-Master.

Below are the 4 main chemicals used in our Sani Service.
What is their purpose and why do we use them?

Blue Planet HIOX

VISCLEAN

SANI-SHIELD



Blue Planet Disinfectant

Week #1: Sani Service

Bundled services = more value:

As you shadow your hygiene technician, you might spot some customers getting more than the standard "Sani" treatment. That's because our clients are increasingly bundling services with us, drawn by the added value of our expanded offerings. **<u>The more products and services a customer buys from us, the longer we can retain them!</u>**

Here are some other products/services you may notice in the field:

SaniPod: Sold as a service, SaniPod delivers a premium feminine hygiene solution for commercial restrooms. Featuring sleek, touch-free disposal units, SaniPods ensure cleanliness and convenience with advanced technology and eco-friendly, biodegradable liners. Paired with our professional maintenance, it's a reliable, hassle-free way to elevate hygiene standards and keep your facility spotless.

MicroMax Mopping: The MicroMax mopping service delivers superior cleaning power and efficiency with microfiber technology that outperforms traditional mops. Its advanced mop heads trap dirt, dust, and bacteria from tile, hardwood, laminate, and more. It's a great add-on **(and should be bundled)** for all weekly Sani customers, enhancing their regular service with pristine floors.

Paper Management Program: Ensures commercial restrooms stay fully stocked and functional with high-quality paper products, such as towels and toilet tissue. Our trained technicians handle delivery, installation, and regular restocking, using efficient dispensers and premium supplies to meet your facility's needs. It's a hassle-free solution that helps keep restrooms stocked and presentable.

Additional products/services: Enviro-Master has more products and services to better add value to our service. The more products and services a customer buys from us, the more they need us! Speak with your Franchisee or corporate sales trainer on what products and services are available once you get in the field.

Week #1: Sani Service

Activity:

As you shadow the technician, use the questions below to focus on key takeaways that will help you better understand our services. Pay close attention to their process, interactions, and techniques, and record your observations here.

Observing customer interaction:

- **How does the technician build rapport with the customer?**
    - ____
- **What common questions or concerns have you noticed customers have?**
    - ____
- **How does the technician reinforce the value of our service?**
    - ____

Service Impact Reflection:

- **What was the condition of the restrooms before and after the service?**
    - ____
- **How would you describe the difference in cleanliness and odor?**
    - ____
- **How would you explain this transformation to a potential customer?**
    - ____

Week #1: Sani Service

Activity:

Competitive advantage:

- What tools, processes, and chemicals do you think give us a competitive advantage?
  - ____
- How does our process ensure better results than a standard janitorial/facility service?
  - ____
- What additional products/services did the technician offer in addition to current services?
  - ____

Sales application:

- Based on what you've observed, write a short sales story (2-3 sentences) explaining the value of this service and why it makes sense:
  - ____

    ____

    ____

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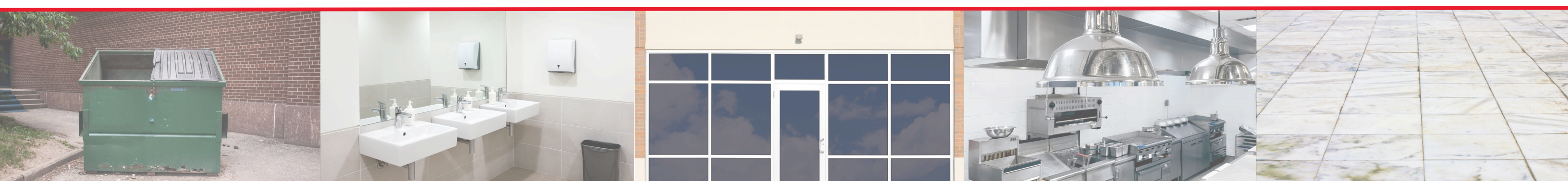


Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #1

SCRUB SERVICE

TILE & GROUT CLEANING

EMU
ENVIRO-MASTER UNIVERSITY

Week #1: Scrub Service

What is our Scrub Service?

Also referred to as "TILE & GROUT CLEANING"

Enviro-Master's Scrub Service is designed to deep clean and restore tile and grout surfaces in commercial restrooms and other high-traffic areas. Over time, dirt, grease, and bacteria build up in grout lines and on tile surfaces, creating stains, odors, and potential safety hazards. Regular mopping can't reach deep into the porous grout, but our specialized process ensures a thorough and long-lasting clean.

Our trained Scrub Technicians use industrial-grade cleaning solutions and high-powered equipment to break down grime, remove tough stains, and eliminate bacteria. This service not only enhances the appearance and cleanliness of floors and walls but also helps businesses maintain safer, more sanitary spaces for employees and customers.

With routine Scrub Service, businesses can extend the life of their flooring, prevent costly repairs, and maintain a professional, hygienic environment.

Where can scrubs be performed? - *most places with tile*

- Restrooms
- Front of house **(lobby, dining room, showroom)**
- Back of house **(Kitchen, store room, etc.)**
- Commercial floors & walls
- Vestibules
- Hallways
- Etc.

Week #1: Scrub Service

Scrub Service: Observing, Learning & Asking the Right Questions

Your time shadowing a Scrub Technician during a Scrub Service is a valuable opportunity to see firsthand how we deep clean tile and grout, tackle tough grime, and deliver results that standard cleaning can't achieve. But don't just watch—actively engage by observing, learning, and asking the right questions.

Observe Closely

Pay attention to the details of the service:

- What is the condition of the tile and grout before the service starts?
- What tools and chemicals are used, and how do they work together?
- How does the technician ensure a deep clean without damaging surfaces?
- What's the noticeable before-and-after impact?
- Start taking **before/after photos** of these services. You'll need these to sell later!

Learn from the Technician

Take note of best practices and why they matter:

- How does this service help businesses maintain a safer, cleaner environment?
- What are the biggest pain points customers face with dirty tile and grout?
- Why is regular maintenance important for long-term floor protection?

Ask Great Questions

To get the most out of your time in the field, ask questions like:

- **Ask the customer** why they use Enviro-Master!
- Why do we use this specific tool or chemical? What makes it more effective?
- How do we position this service to a business that doesn't think they need it?
- How often should a business schedule a Scrub Service, and why?

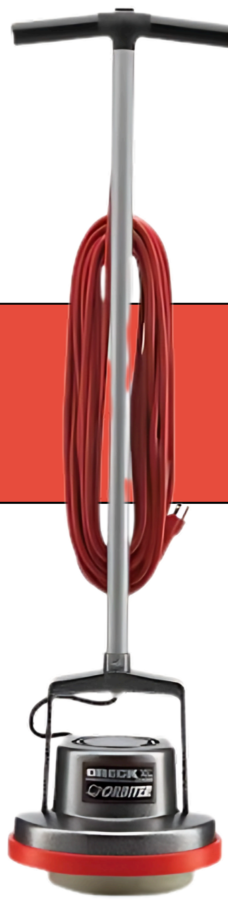
The more you engage, the more confident you'll be in communicating the value of this service to potential customers. Gaining the experience of seeing what our services can do first hand will help you tell your prospects a **great story!**

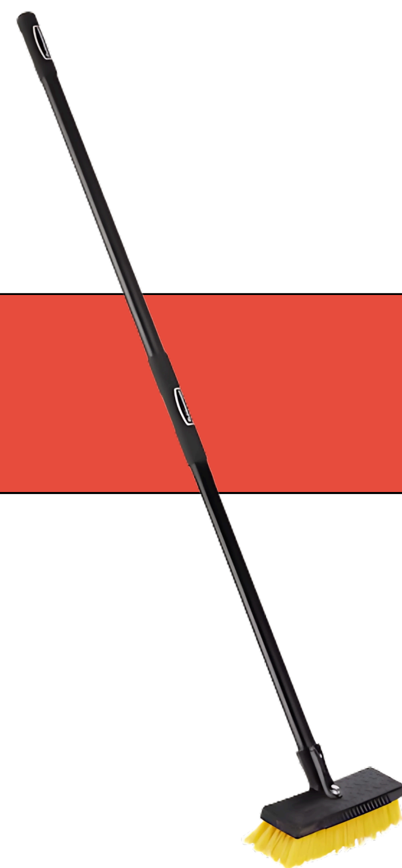
Week #1: Scrub Service

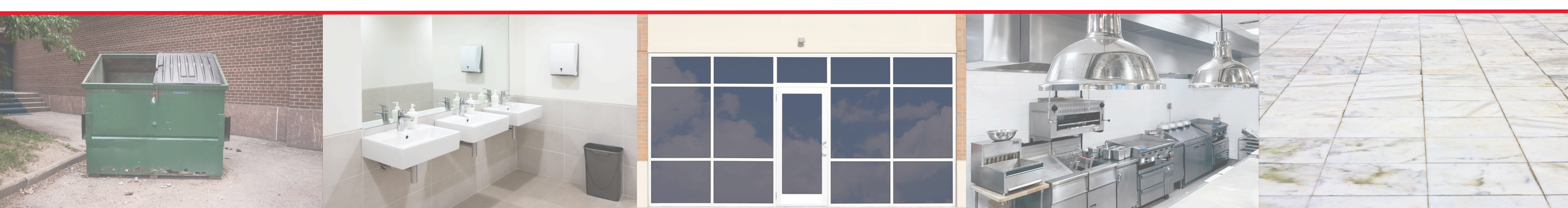
Scrub Service: The right tools for the job

While we use effective chemicals like degreasers to help break down grime, the Scrub Service is primarily powered by manual labor and mechanical action. Our technicians use deck brushes and rotary scrubbers to physically lift dirt, bacteria, and buildup from tile and grout. For tougher areas, we utilize the Kaivac machine, which pressure washes hard-to-clean spots and ensures a deep clean.

After scrubbing, we use the Kaivac's wet vacuum system to remove all loosened debris and moisture, leaving the floors as clean and refreshed as possible. This hands-on approach ensures a thorough and long-lasting clean that simple mopping can't achieve.







***For more information on the Scrub & Sani Scrub Service, check out the SALES- Who We Are & What We Do course on EMU.

Week #1: Scrub Service

Activity:

Competitive advantage & customer feedback:

- How does our Scrub Service give us a competitive selling advantage?
  - ______________________________
- Ask the customer how the Scrub Service differentiates from their previous solution(s)
  - ______________________________
- What notable feedback did you hear from customers after the scrub was completed?
  - ______________________________

Sales application:

- Based on what you've observed, write a short sales story (2-3 sentences) explaining the value of this service:
  - ______________________________

    ____

    ____

    ____

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #1

RPM WINDOW SERVICE

WINDOW CLEANING

EMU

ENVIRO-MASTER UNIVERSITY

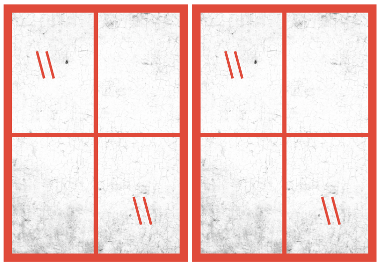
Week #1: RPM Window Cleaning

What is our RPM Window Service?

Also referred to as "RPM Window Cleaning"

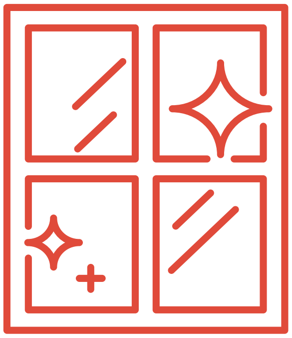
Windows are one of the first things customers notice when approaching a business. Smudged, dirty, or streaky windows can create a negative perception, making a business look unkempt or poorly maintained. Clean, sparkling windows, on the other hand, project professionalism, attention to detail, and pride in the business's appearance. **You get one chance at a first impression.**

Enviro-Master's RPM Window Cleaning Service is designed to keep commercial windows looking their best through a three-step process: **Restore, Protect, and Maintain**. This service not only improves curb appeal but also extends the life of windows by preventing buildup that can cause long-term damage. By offering a consistent maintenance plan, we help businesses ensure that their windows stay clean, clear, and inviting for customers year-round.



Restore:

During our initial visit, we focus on glass restoration, using industrial-grade solutions to eliminate oxidation, lime scale, and other damage to customer's exterior windows. This process revives the clarity and appearance of their glass.



Protect:

Twice a year, our crew applies a specialized bonding agent that forms a protective shield over our customer's windows. This coating fills micropores and cracks, preventing dirt buildup and extending the life of their glass.

Maintain:

Regular window washing is the key to keeping our customer's windows looking pristine. We recommend scheduling cleanings one to two times per month to ensure their windows stay spotless.

***For more information on the RPM Window Service, check out the SALES- Who We Are & What We Do course on EMU.

Week #1: RPM Window Cleaning

Getting to know the chemicals:

The chemicals follow the process!

Our RPM Window Cleaning Service isn't just about making windows look clean—**it's about restoring, protecting, and maintaining** them for long-term clarity and durability. To achieve this, we use **three proprietary chemicals**, developed by the same experts behind the original **Rain-X**, ensuring top-tier performance in every step of the process.

Observe your technician, ask great questions, learn, and match the chemical(s) to the process:

R

Restore: Over time, windows accumulate limescale, hard water stains, and environmental buildup that can dull their appearance. We use ________ to break down these deposits, restoring the glass to a like-new condition. If buildup is particularly tough, we apply Glass Scrub for deeper cleaning.

P

Protect: Once the glass is restored, we apply ________, a specialized sealant that protects windows by filling in micro-scratches and creating a barrier against future buildup. Similar to how Sani-Shield protects porcelain surfaces, this chemical ensures windows stay clearer for longer.

M

Maintain: To keep windows looking pristine, we apply ________, which reinforces the protective coating left by Pro-15. This step helps prevent dirt, water spots, and grime from adhering to the glass, making ongoing maintenance easier and ensuring windows stay clean and streak-free between service visits.

Week #1: RPM Window Cleaning

Activity:

Competitive advantage:

- Based on what you've observed, what do you think gives RPM Window Cleaning a competitive advantage?
    - ____________________
- What would YOU say is the biggest selling point?
    - ____________________
- What notable feedback did you hear from customers after the service was completed?
    - ____________________

Sales application:

- Based on what you've observed, write a short sales story (2-3 sentences) explaining the value of this service:
    - ____________________

      ____

      ____

      ____

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #1

RE-FRESH

POWER WASHING

ENVIRO-MASTER UNIVERSITY

Week #1: Re-Fresh Power Scrub

What is our Re-Fresh Service?

Also referred to as “Re-Fresh Power Washing” or “RPS”

At Enviro-Master, we believe that doing the job right starts with having the right tools. Our clients don’t just want a quick rinse—they need results that last, delivered safely and efficiently. That’s why we invest in professional-grade equipment and train our teams to use it like pros. As a salesperson, this is a key part of your story: our tools are a big reason businesses choose us over the competition.

Trained Technicians: We’re not a fly-by-night operation. Our trained teams use commercial-grade equipment and proven processes to deliver consistent, high-quality results. No shortcuts, no excuses—just dependable service.

Insured and Bonded: Our power washing services come with the security of full insurance and bonding. That means our clients are protected, and we stand behind our work with real accountability. Compare that to “Chuck in a truck”—the part-time weekend warrior who might leave a mess, skip town, or never show up again. We’re in it for the long haul, and our clients know it.

The right tools for the job: We use a specially designed power washer that heats water up to 220 degrees and reclaims it during the process, ensuring efficient cleaning while removing soil the right way—eliminating the need to use harsh chemicals that ultimately end up in storm drains.

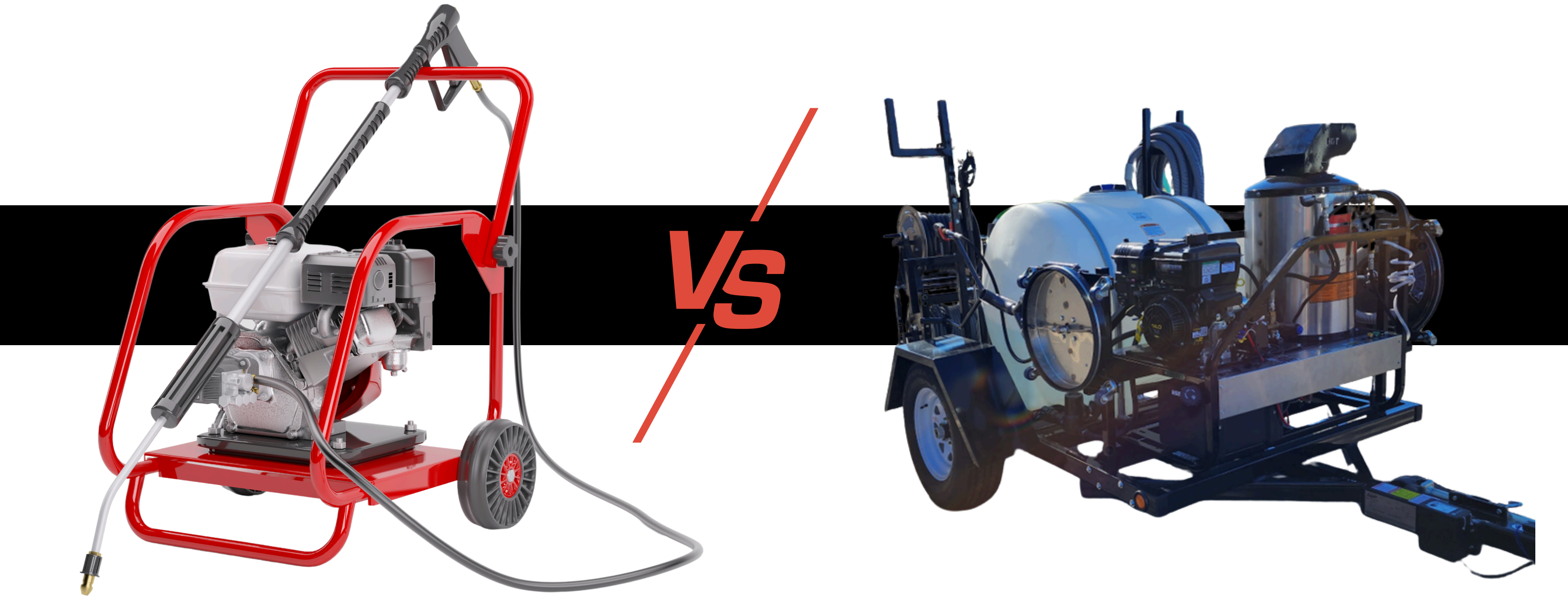
*****For more information on the Re-Fresh Service, check out the SALES- Who We Are & What We Do course on EMU.**

Week #1: Re-Fresh Power Scrub

Pressure Washing vs. Power Washing

Power washing and pressure washing are often used interchangeably, but there's a key distinction between the two, and it's all about heat. Both methods use high-pressure water to clean surfaces like concrete, siding, or decks, blasting away dirt, grime, and stains. Pressure washing relies solely on that forceful stream of water—typically cold or ambient temperature—to do the job. Power washing, on the other hand, takes it up a notch by adding heated water (sometimes up to 220 degrees Fahrenheit) into the mix, which helps break down tough grease, oil, or stubborn buildup more effectively.

Think of it this way: pressure washing is like a strong, cold shower—it works for light cleaning but doesn't cut into heavy buildup and grease. Power washing is more like a hot, steamy scrub, tackling the really gritty stuff that cold water alone can't budge. At Enviro-Master, our Re-Fresh Power Washing Service uses water heated to **220 degrees**, paired with water reclamation, to deliver a deeper clean—perfect for our customers who need more than just surface-level results. So, while both get surfaces "clean", power washing's heat gives it an edge for heavy-duty jobs while often eliminating the use for harsh chemicals.



Week #1: Re-Fresh Power Scrub

Observation activity

Before vs. after

Our Re-Fresh Power Washing Service delivers stunning transformations—turning grimy, worn surfaces into clean, vibrant ones. Seeing it in action for the first time during onboarding is a game-changer. As a salesperson, it's tricky to sell the "after" without proof, but before-and-after photos make your presentation undeniable. Now's the perfect time to start your own photo library to show clients what's possible.

Activity: While observing the technician, snap a "before" photo of the surface being power washed and an "after" shot once it's done. Below, jot down a quick description of the difference you see—highlighting what stands out.

Before:

____

____

____

After:

____

____

____

The customer's reaction:

____

____

Week #1: Re-Fresh Power Scrub

Observation activity

Customer Q&A: Ask great questions

As you observe the work, start getting in the habit of how you can sell this service. Part of a great sales strategy is asking **great questions.** Come up with 2 questions to ask the customer on their feedback and/or reaction of the service and record their answers below:

Question #1

Answer #1

Question #2

Answer #2

Sales application:

- **Based on what you've observed, write a short sales story (2-3 sentences) explaining the value of this service:**
    -

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #1

INSTALLS

NEW ACCOUNT INSTALLATION

ENVIRO-MASTER UNIVERSITY

Week #1: Installs

One chance at a first impression

Setting the bar HIGH from the start

As you observe the installation process this week, you're seeing the foundation of what makes Enviro-Master stand out. This is your chance to witness how we set the bar high for cleanliness and transform our customers' restrooms into spaces they can be proud of. Here's what to focus on:

- **Setting the Standard**: Watch how our installers elevate the restroom's hygiene and appearance from the start. We're not just cleaning—we're redefining what "clean" means for this customer, creating a dramatic shift they'll notice and value.

- **Capture the Transformation:** Take before-and-after photos of the installation area (e.g., where SaniPods, dispensers, or other equipment are placed). In the space below, jot down a quick note about the difference—like how the space looks brighter, fresher, or more professional. These photos are gold for showing prospects what we can do.

- **Building the Relationship:** Pay attention to how the installer interacts with the customer. Note the questions they ask, the way they explain the service, or the small gestures that build trust—like confirming the setup meets the client's needs. This is where the partnership begins, and it's a model for how you'll connect with clients, too.

Activity: Take more before/after photos

Whether in the restroom, dumpster area, or back of house, the difference EM can make in a business is remarkable.

On the install especially, continue building your library of **before/after photos**. These will help you sell when you get in the field.

Week #1: Installs

Google Reviews

Using a good first impression for long-term growth

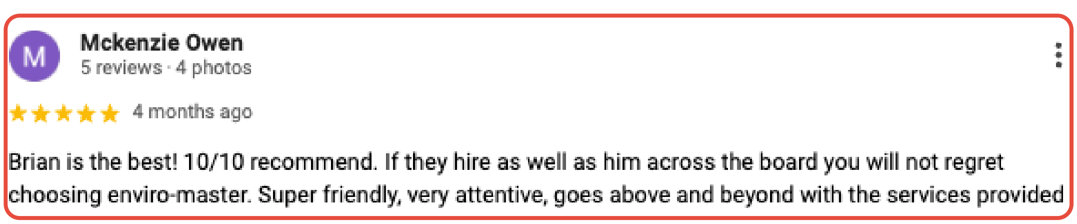
A successful install is more than just the start of a service—it's the start of a customer relationship. When that first impression goes well, the customer is typically happy, excited, and already seeing the value of choosing Enviro-Master. That's the perfect time to ask for something in return—a 5-star Google Review.

In today's digital world, a lot of **word-of-mouth marketing** lives online. Positive reviews not only help establish trust with potential customers, but they also play a major role in search engine optimization (**SEO**). The more high-quality reviews a franchise receives, the higher it can rank in local search results. This means more eyes on your business, more inbound leads, and ultimately, more closed deals.

That's why we encourage salespeople to be present at as many new account installs as possible. **This allows you to:**

- Ensure the customer is satisfied with the install experience
- Gather valuable real-time feedback on the service
- Ask for a Google Review while the experience is still fresh and positive

Getting in the habit of attending installs not only reinforces the relationship you helped build—it gives you the opportunity to capture those moments of excitement and turn them into marketing gold. A single 5-star review can help bring in the next great customer, and it starts with you being intentional at every new install.



Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #1

END OF WEEK #1

WEEK IN THE FIELD WITH OPERATIONS

EMU
ENVIRO-MASTER UNIVERSITY

Week #1: Retrospective

You've just spent time shadowing our service team, observing most—if not all—of Enviro-Master's offerings in action. Along the way, you completed the activities in this onboarding guide to soak it all in. **Now, it's time to reflect**.

Below, list **3** key takeaways you found most valuable from this experience. These could be insights about our services (like how Scrubs transform floors or SaniPods elevate image and hygiene), moments that clicked about our process (like the installer building trust), or anything else that stood out as a game-changer for you as a salesperson.

Your 3 Key Takeaways:

1. ____

   ____

2. ____

   ____

3. ____

   ____

Now, with everything you've seen, list 3 questions you may still have about our services. These can be questions to your service team, your franchisee, or your sales trainer.

Your 3 Questions:

1. ____

   ____

2. ____

   ____

3. ____

   ____

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

WEEK #2

ENVIRO-MASTER SALES BOOTCAMP

ENVIRO-MASTER UNIVERSITY

Week #2: Sales Bootcamp

What is Sales Bootcamp?

Enviro-Master Sales Bootcamp is a focused, five-day virtual training (**Monday-Friday on Zoom**) designed to turn you into a confident, skilled sales professional. This week covers the full sales spectrum: understanding our offerings, pinpointing customer needs, handling objections, closing deals, and managing your territory like a pro. It teaches the fundamentals you need to hit the ground running and represent Enviro-Master with pride. By the end, you'll walk away with the tools and confidence to succeed in the field.

You'll dive into real-world scenarios through role plays, sharpen your skills with activities like crafting great questions, and get comfortable with paperwork and pricing. Expect to learn how to uncover customer pain points, present value that resonates, and build relationships that turn leads into loyal clients—all while getting a front-row seat to what sets us apart from the competition. By the end, you'll walk away with the tools and confidence to succeed in the field.

Being prepared:

In order to be best prepared for your EM Sales Bootcamp week, you'll need the following:

- Your **EM Field Sales Onboarding Guide** for activities and note taking
- A device with a camera (iPad or laptop preferred)
- Zoom downloaded on your device
- Your business email address to receive invites for the sessions

On the Friday before Bootcamp, the sales trainer will send you Zoom invites for 10:00am EST and 1:30pm EST for each day of Bootcamp. Be **on time** so you're not holding up the class and **be attentive -** these sessions are designed to be interactive so that you learn the necessary takeaways for your sales journey at Enviro-Master.

Week #2: Sales Bootcamp

Bootcamp expectations:

To ensure our virtual training sessions are effective, respectful, and productive, please adhere to the following guidelines:

- **Camera Presence:** Keep your camera on during the training to enhance engagement and foster a sense of connection with the team.
- **Microphone Discipline:** Remain on mute unless you are speaking to prevent background noise and maintain a clear audio environment unless there's an open discussion.
- **Question Protocol:** Please utilize the "Raise Hand" feature in Zoom to signal when you have a question or contribution, ensuring an orderly discussion.
- **Full Attention:** Stay focused and present throughout the session, minimizing distractions to maximize participation and comprehension.
- **Active Participation:** Engage fully when collaboration is requested, contributing ideas and insights in a constructive manner, but please be respectful of time as there is a ton of content to get through! **Be sure to take notes!**
- **Respectful Interaction:** Listen attentively, wait for your turn to speak, and communicate with courtesy to support a positive and professional atmosphere. **Please be on time for each session** as not to delay start times.
- **Quiet Environment:** Join the trainings from a quiet room, preferably at the Franchise office if possible. If joining from home, ensure you are in a distraction-free space with minimal background noise to maintain professionalism and focus.

By following these etiquette standards, you contribute to a seamless and successful virtual training experience. If these standards are not being followed, the sales trainer may remove you from the meeting room and include any disruptions in your assessment.

Notes & take-a-ways

ONBOARDING WEEK #2

DAY #1

ENVIRO-MASTER SALES BOOTCAMP

ENVIRO-MASTER UNIVERSITY

Mobile office

As a field salesperson, your success hinges on being ready to work wherever the job takes you—and that starts with a well-set-up mobile office. Think of your vehicle or workspace as your command center. Having it organized with the essentials—laptop or tablet, blank agreements, pricing sheets, and a reliable phone—means you can respond to leads, update paperwork, or pull up service details on the spot. No scrambling back to an office or losing momentum. A solid mobile setup keeps you agile, letting you pivot from a meeting to a cold call without missing a beat. It's about efficiency: when your tools are at your fingertips, you're free to focus on selling, not searching.

Below are items that should be in your mobile office:

- Business cards
- Cell phone
- Blank service agreements
  - Can be on your iPad if you fill them out electronically
- Hand mirror to look under fixtures and flush holes
  - Can use front facing camera on your mobile phone
- Library of before/after photos
- Padfolio or notebook
- Scrub checklist/facility survey to help price services
  - Can be found on EMU
- Samples
  - Dispensers, SaniPod, products, etc.
- Laser distance measurer for larger scrub/Re-Fresh jobs
  - Can use mobile phone

Day #1: Intro to the sales process

Preparing for your roleplay

Sales success at Enviro-Master isn't about being perfect—it's about consistently improving while staying authentic in your approach. The sales process guide is designed to help you tell a compelling story, guide the conversation, and ultimately get the prospect into the restroom, where they can see firsthand the need for our services.

Over the next several pages, you'll review the Enviro-Master Sales Process, which will serve as the foundation for your role-play activities each day. These exercises are meant to help you refine your approach, build confidence, and develop the skills needed to effectively engage prospects.

Your focus should be on:

- **Practicing your introduction** – Make a strong first impression and establish credibility.
- **Strategic rapport/controlling the conversation**– Work to uncover pain by asking business related questions to grow rapport with the prospect.
- **Getting the prospect into the restroom** – Seeing the problem firsthand increases urgency and interest.
- **Presenting with confidence** – Clearly communicate the difference Enviro-Master can make for their business.
- **Practicing your closing techniques** – These will be reviewed in greater detail later in the week, but every conversation should move toward a next step.
- **Being authentic** – Prospects respond best to genuine, confident salespeople who truly believe in the value they're offering. Focus on having real, meaningful conversations rather than just following a script.

Treat these role-plays as learning opportunities—not tests. Each time you practice, you should feel more confident and natural in your delivery. Stay engaged, be open to feedback, and most importantly, **keep improving**. The more you practice, the more prepared you'll be in front of real prospects.

The EM Sales Process Guide

Purpose:

The purpose of this guide is to provide you with a foundation of the ***EM*** sales process so that you're well equipped and confident explaining *who we are* and *what we do*.

***This guide is meant to be a supplement to Sales Bootcamp. What's written in this document is meant to give examples of what you can say, but sales presentations should be in **<u>your own words.</u>**

ENVIRO-MASTER UNIVERSITY

The Importance of Qualifying an Opportunity:
Finding Decison-Makers and Influencers

Why Qualifying Matters:

In sales, one of the most critical steps in the process is properly qualifying an opportunity. This means ensuring that we are speaking with the right people—either the decision-maker or a key influencer who has a say in the buying process. Without this step, we risk wasting time on prospects who cannot move the conversation forward, leading to stalled deals and lost opportunities.

Decision-Makers vs. Influencers:

- **Decision-makers:** These are people with the authority to approve and sign off on a new vendor or service. They typically hold titles such as owner, CEO, CFO, or General Manager, depending on the business structure. Many businesses have multiple decision makers that you may have to present to.
- **Influencers:** These individuals may not have the final purchasing power but have significant input into the decision. A GM, facilities manager, or operations director may strongly influence the ultimate choice of a service provider.

Why This Matters:

Failing to qualify an opportunity properly can lead to:

- Wasted time on prospects who can't approve a purchase.
- Delayed sales cycles because the right people aren't engaged in the sales process.
- Missed opportunities when a competitor engages with the decision-maker first.

The Importance of Qualifying an Opportunity:
Finding Decison-Makers and Influencers

Identifying the Right Contact:

To effectively qualify an opportunity, you must determine who is involved in the decision-making process.
This can be done by:

1. **Asking the right questions** - Engaging in a conversation that uncovers how decisions are made within the company.

   Some examples include:
   - *"How does your company typically evaluate new vendors?"*
   - *"Who else is involved in the decision-making process for services like ours?"*
   - *"What challenges are most important to address when considering a new provider?"*
   - *"When you bring on a new vendor, what does that process look like?"*

2. **Assessing decison-making structure** - If speaking with a General Manager or facilities manager, **determine their level of influence by asking:**
   - *"Do you typically make recommendations on services like this?"*
   - *"If you find a service you like, what's the process for getting it approved?"*
   - *"When you bring on a new vendor, what does that process look like?"*

3. **Give reason on why you should meet with other stakeholders** - Regardless of job titles or seniority, multiple stakeholders often play a role in the decision-making process. Relying on influencers to sell on our behalf is not ideal, but they're often engaged in the conversation because what we do makes sense to them. So push for a direct meeting with the other stakeholders that would need to be involved.

   When engaging with influencers, appeal to their influence and perceived reputation by positioning the conversation as an opportunity to help them succeed. Reinforce that your goal is to **make them look good** in front of their peers and leadership. **You can use lines like:**
   - *"The current state of your restrooms is not your fault. You simply don't have the tools, training, and expertise to truly make an impact. Let's setup a meeting with you and your leadership to walk through this program together."*
   - *"I'm glad you like what we have to offer. Often, when leadership hears about bringing on a vendor with the possibility of additional costs, it can sound like a tough sell. Let's schedule a meeting with your boss so we can present the value of this program in a way that makes sense to them."*
   - *"I understand you may not feel comfortable with me presenting to your boss, but let me tell you what that conversation sounds like so that you look like the hero."*

Takeaway:

By identifying decision-makers and influencers early in the process, you can focus your efforts on real opportunities, shorten the sales cycle, and increase the likelihood of closing deals. Additionally, by adjusting the sales approach based on the prospect's key concerns, we can enhance engagement and demonstrate the direct value of our services. Always take the time to qualify an opportunity—it's the difference between a stalled conversation and a successful sale.

The Cold Call

Different verticals may require a slightly different approach, but it's important to have an understanding of the door your about to pull. Below are some examples of introductions for different types of businesses. You may notice that some of the services described equate to some of the problems these types of businesses tend to have. This part of the process can be considered ***The Hook***.

General Business

"Hi, I'm [Your Name] with Enviro-Master. We specialize in deep cleaning for businesses like yours—power washing, window cleaning, restroom hygiene, and kitchen scrubs. If you have a sec, can I show you?"

Restaurants & Food Service

"Hey, I'm [Your Name] with Enviro-Master. We work with restaurants like Texas Roadhouse and (*mention any local restaurants*) to keep their kitchens and restrooms spotless with deep cleaning services like power washing, drain treatments, and tile scrubbing. **Can I show you what that looks like?**

Gyms & Fitness Centers

"Hi, I'm [Your Name] with Enviro-Master. We help fitness centers like (local gyms or other businesses) to keep their restrooms, showers, and high-touch areas professionally cleaned with deep scrubbing and disinfection. **Would you mind if we took a look at the locker rooms?**"

Retail & Offices

"Hi, I'm [Your Name] with Enviro-Master. We help businesses keep their storefronts, restrooms, and office spaces looking their best with services like window cleaning and power washing. Is keeping up with cleaning ever a challenge here?"

Automotive & Dealerships

"Hey, I'm [Your Name] with Enviro-Master. We work with dealerships and auto shops to keep their service bays, showrooms, and restrooms spotless with power washing and deep cleaning services. **It's a bit easier to actually show you what we do, would you mind coming to the restroom?"**

*****Feel free to reference any businesses that you service in the area and tell your prospect what problem you helped them solve!***

Where do we go first?

Pivoting Based on Prospect's Reactions

Once a prospect has been qualified, it's important to tailor the sales approach based on their specific needs and reactions. A good way to do this is by asking **open-ended questions like**:

"Typically, we start in the restroom, but for your facility, what would you say are your top three challenges?"

Based on their response, you can pivot the sales presentation to focus on the service that resonates most with their needs.

> ****If you're struggling to get a response from the prospect, pivot and start in the restroom**
> *"Let me show you what we do really well…"*

For example:

- If they express concerns about their kitchen cleanliness, begin by touring the kitchen and dig for pain.
- If restroom hygiene is a top issue, ask the prospect to tour their restroom see what we can do to help!
- If exterior cleanliness is mentioned, lead them outside and start a dialog about power washing and window cleaning services.

By aligning the conversation with the prospect's most pressing challenges, you demonstrate attentiveness and increase the chances of closing the deal efficiently. For you to become proficient at this, you will need to learn how to **"read the room"** and practice ***active listening***.

What happens when we start outside of the restroom?

If you're starting your presentation in a kitchen or front-of-house area with our Scrub or Re-Fresh services, it's essential to transition the conversation to our restroom services. Restroom hygiene is the core of Enviro-Master—it's where we started as a company and where our customers often find the greatest value.

A clean, well-maintained restroom directly impacts both customer perception and employee satisfaction. It's one of the most overlooked yet critical areas of a business, and it's where we can make the biggest transformation. That's why **we must** stay in control of the sales conversation and always guide the prospect into the restroom. Once they see the issues firsthand, it becomes much easier to demonstrate how our services can solve their problems and elevate their business.

Some examples of how to do this are:

The Customer Experience Angle

- *"Your kitchen and front-of-house are looking great, but have you ever thought about how your restroom impacts your customer's experience? A clean restroom can make or break a guest's impression of your business. Let's take a quick look and see if there are any opportunities to enhance that space as well."*

The Employee Impact Approach

- *"We've talked about keeping high-traffic areas clean, but one of the most used spaces in your business is actually the restroom. Your employees are in there multiple times a day, and it plays a huge role in their work environment. Have you noticed any challenges with keeping it stocked, fresh, and sanitary?"*

The 'Complete Solution'

- *"Power washing and deep cleaning are great for first impressions, but a true hygiene program isn't complete without restroom care. That's really where we started as a company, and it's still where we deliver the biggest value. Let's step into the restroom for a minute, and I'll show you how we can take hygiene to the next level."*

The Problem-Solution Method

- *"One of the most common issues I hear from businesses is that no matter how often they clean, their restrooms never feel truly fresh. Odors, buildup, and maintenance challenges always come up. Do you ever deal with that? Let's take a quick look—I can show you exactly how we solve those issues."*

These transitions can help keep the conversation natural and position restroom services as a must-have, rather than just another add-on. Let me know if you want any refinements!

The Power of Asking Great Questions

A strong sales presentation is the foundation of any successful sales process, but without asking the right questions, a presentation is just a *pitch*. Too often, salespeople fall into the trap of talking through features and benefits, assuming that these alone will convince a prospect to buy. But people don't make decisions based on features and benefits—they buy solutions to their problems, ways to improve their business, and outcomes that make their lives easier.

This is why consultative and inquisitive selling is so critical. The best salespeople don't just talk; they uncover pain points, challenges, and motivations by asking thoughtful, strategic questions. These questions should go beyond surface-level needs and get to the root of what truly matters to the customer.

The Right Questions Lead to the Right Conversations

Great sales questions help you:

- Understand the customer's real needs – What challenges are they facing that you can help them with.
- Identify priorities – What matters most to them, and why?
- Create urgency – What is the cost of inaction for their business?
- Personalize your questions and presentation – How can you tailor your solution to align with their specific goals?

Instead of saying, "Our service offers X, Y, and Z," shift the focus with questions like:

- What's your biggest challenge when it comes to keeping your facilities clean and presentable?
- How does an unclean environment impact your employees or customers?
- What would it mean for your business if you didn't have to worry about [problem your service solves]?

When you ask the right questions, your prospect will tell you exactly what they care about—and that's when your presentation becomes more than just a list of features. It becomes a tailored solution that speaks directly to their needs, making it far more compelling and actionable.

Selling isn't about talking—it's about listening. Ask great questions, and you'll have more meaningful conversations, build stronger relationships, and ultimately close more deals.

The Presentation - The Restroom

It's important to sell Restroom Hygiene services as a package with Sani, Scrub, and Microfiber Mopping wherever possible. You may feel like you're offering too many products/services. But selling on pain points and solving their problems brings more value!

Also, feel free to have fun with the presentation in the restroom. Have your phone camera or mirror ready to show the prospect the GROSS stuff **Highlight the pain!

Restroom Hygiene Process

What we provide is a weekly service that sets the bar of cleanliness in your restroom. Let me walk you through our process:

1. We start by sanitizing and disinfecting all your fixtures (toilets, sinks, urinals) with a low-grade acid that removed any uric scale, bacteria, and mold buildup. (show them!)
2. **We then apply a germicidal coating that acts as a microbial barrier that also helps prevent anything sticking to the fixtures until our next service.**
3. Next, we microfiber mop your floors with our disinfectant to eliminate even more bacteria and germs.
4. **Once thats complete, we use our electro-static sprayer with a hospital grade, EPA registered disinfectant that coats every inch of your restrooms and brings the virus and bacteria level down to close to 0.**
5. With our service, every week, we provide free hand soap, air freshener, and urinal screens

Keep your head on a swivel for additional products and services:

- **Paper**
  - Broken dispensers, overstock, under stock, paper on top of dispensers
- **SaniPod**
  - Cleanliness in ladies room, old receptacle, odors
- **Drains**
  - Drain flies, odor
- **Urinal/commode mats**
  - Puddles under urinals/toilets, discolored tile
- **Upgraded urinal screens**
  - Lingering odor, frequent splash back, old screens
- **Scrubs**
  - Discoloration, buildup, sticky floors, grout on floor doesn't match the wall's

Always try to bundle. When people buy, they tend to keep buying

The Presentation - The Restroom Pt. 2

Restroom Hygiene Process

The E4W Scrub

The next step of our service is our floor scrub that we provide every 4-weeks. This is one of the most impactful things that we can do to get your best foot forward for your restroom.

1. We apply our proprietary chemicals including a high powered degreaser on your floor.
2. **We utilize a Kaivac machine to pressure wash your grout lines and areas that need high attention. (i.e. under hand dryers, corners of floors, under urnials)**
3. We scrub the entire floor with deck brushes and a rotary scrubber really getting in those grout lines.
4. **Lastly, we wet vac the entire restroom, completly removing the germs and buildup from the floors. WAY more effective than a traditional mop!**

What other areas can we offer a scrub?

Now that you're familiar with explaining the Scrub process, don't stop selling! We can perform scrubs in other areas of the building.

Look for areas of opportunity with:

- Kitchens & Front of House
- Greasy, slippery floors
- Buildup
- Odors

The Presentation - The Restroom Pt. 2

Selling Paper

Adding paper to any customer is the #1 thing you can sell to **build more value** and **retain** the customer long-term. Enviro-Master's paper program has a substantial competitive advantage when it comes to ease of service and pricing. **This is a great sales strategy for any other products/services your prospect may be getting from a competitor!**

The strategy - Ask GREAT Questions

The most effective way to drive a wedge between your prospect and their current provider is by asking the right questions. Great questions create doubt with their vendors, and the more you bring out pain, it tends to be easier to guide our prospects to a decision.

Some examples of great questions:

- How do you buy paper?
- Who is responsible for ordering?
- Where do you keep your stock?
- What happens when you run out?
- How do you get charged for paper?
- How do you know when it's time to re-order?
- Who checks your stock in/out?
- Who do you buy your paper from currently?
- What would you rate them on a scale of 1-10? **Why?**
- How often do you receive a delivery and how?
- How long have you used your current provider?
- Do you get other products from them?
- Do they provide and maintain your dispensers?

It's important to remain curious and don't be afraid to ask **why**. Why is one of the most powerful questions to ask because it makes the prospect think introspectively on if their current solution is the best for their business.

Go for the close or go ask for their invoice:

"If I could show you a better way to think about a paper program for your business and save you time and money, would you be interested?"

Where else can we sell paper?

The Presentation - Re-Fresh

Selling Re-Fresh: Keep it simple & ask the right questions

Re-Fresh, our power washing service, can be one of the easiest services to sell as the results are immediate and highly visible. Unlike some of our other offerings that focus on long-term maintenance, this service provides an instant transformation—cleaner sidewalks & dumpster pads, brighter entryways, and a better first impression for their customers. Additionally, most businesses tend to already have a budget for power washing. **Sell to the budget!**

Keeping the conversation simple is key. Business owners and managers don't need a deep explanation of why a clean exterior matters—they see it every day. Your job is to make them realize how much better it could look and how Re-Fresh helps them mitigate risks, like slip-and-fall hazards from grease, grime, or algae buildup.

What are we looking to remove?

- Fats
- Oils
- Greases
- Grime
- Discoloration
- Dirt

What areas do we target?

- Dumpster Pads
- Loading Docks
- Warehouse Exteriors
- Sidewalks
- Trash Compactor Areas
- Playgrounds/Schools
- Entryways
- Outdoor Dining Areas/Patios
- Gas Pumps
- Auto Shops/Bays
- Building Exteriors
- Drive Thru's/Parking Lots

The Presentation - Re-Fresh

The strategy - Ask GREAT Questions

- *"What's your current process for cleaning your exterior spaces such as the concrete areas and dumpster pads?"*
- *"How much time do you dedicate to cleaning those areas?"*
- *"Are there any recurring problems? Like stains coming back or never going away?"*
- *"Do you feel like you're spending too much time/money on this and not getting the results you want?"*
- *"How important is customer perception to you?"*
  - *"How do you think a cleaner looking exterior may impact customer perception?"*
- *"Have you ever had issues with chemical runoff or complying with environmental regulations?"*
- *"Does your corporate allocate a budget for pressure washing?"*
- *"What does the customer see when they walk into your business?"*

Benefits of our Heated Power Washer :

- Superior, more efficient cleaning Power
- Sanitization (180° is sanitizing. Our machine goes to 220°)
- Eliminates odors
- Pressure versatility for different surfaces
- Grease and Oil removal - the high heat reactivates grease and we extract
- Enhanced safety in the area treated by mitigating risks
- Helps reduce insects, pests, & rodents because it helps eliminate their food source
- Professional appearance in line with their brand
- Improved customer perception / curb appeal
- Environmental compliance (and no fines for run off)
- Less chemicals needed

The Presentation - Windows

RPM WINDOW SERVICE

Restore • Protect • Maintain

The strategy - Ask GREAT Questions

- *“What’s your current process for cleaning your windows and doors?*
- *“How much time do you dedicate to cleaning those areas?”*
- *“Are there any recurring problems? Like cloudiness in the glass?”*
- *“Do you feel like you’re spending too much time/money on this and not getting the results you want?”*
- *“How important is customer perception to you?”*
- *“Has anything worked getting them back to clear?”*
- *“What impact can clean windows have on your customers?*

Benefits of our RPM Window Service :

- Far superior to traditional solutions like Windex which are surface level
- Gets into the microscopic pores of the glass to remove mineral deposits and seal them
- The result is glass that looks clear and “like-new” appearance returns
- Reduced time spent cleaning as the ‘sealant’ stops debris from sticking

Objections!

Objections are a natural part of the sales process and should be seen as opportunities rather than roadblocks. When a prospect raises an objection, it typically means they need more information, reassurance, or a different perspective before moving forward. Successful salespeople anticipate common objections and are prepared with clear, confident responses that address concerns while reinforcing the value of the solution. By handling objections effectively, you can build trust, overcome hesitation, and move the conversation toward a positive outcome. Below are some common objections you may encounter, along with strategies for overcoming them.

"That decision isn't made at the local level"

- *Where is it made? Who makes it? Can you provide contact info? If someone wanted to do business with you, how would they go about that?*

"**Person A handles that and he/she isn't here"**

- *Contact info? Do they come in on specific days/times I can catch them? What do they care about?*

"I have to check with my partner or I have to take this to my boss"

- *Are you checking with them for approval or just to run it by them? Do you think they would like this? Can we set up a 2nd meeting with the 3 of us?*

"**I'm not interested"**

- *At beginning: What are you not interested in? Me? My product? Talking?*
- *At end: Was there something you were hoping to see?*

"**We have no budget for new vendors"**

- *Most of my customers don't. That's one reason why they work with us. Can I show you how?*

"Can I think about it?"

- *Sure. What areas are you thinking about? I don't want you have any unanswered questions when I leave.*

"**We handle that in-house"**

- *Almost all of my customers did when I first met them. Often we are able to improve current processes, save your staff time or save you money. I'd like to see if we can do any of those for your business.*

For a larger list of common objections you may hear in the field, we have provided a worksheet in EMU resources titled: *Objections and How To Handle Them*

ENVIRO-MASTER UNIVERSITY

Leading to the Close

Trial Close

Before you get to the actual close, a good best practice is to “trial close” throughout the interaction. The idea is to gain micro-commitments along the way until you ask for the ultimate commitment. **Some examples of this:**

- *“If we can address (**issue)** for you, do you see any reason not to move forward?*
- *“Do you see how this can benefit your business?”*
- *“How do you feel about what we discussed so far? Do you see how we can be a fit for your business?”*
- *“If I could show you a better way to accomplish your goal, would you be interested?”*
- **Recap their pain:** *“You said you would rate this a 7 then it changed to a 3...”*

Ask for the business!

Never lose sight of your ultimate goal in any interaction with a prospect or customer – **winning their business**. One of the most common mistakes among new or struggling sales professionals is delaying action. If something can be done today, don’t push it to next week.

If you've followed the process—qualifying the prospect, asking the right questions, identifying their pain points, and presenting the right solutions—you’ve earned the right to ask for their business.

You’ve done your job, and now it’s time to close the deal.

Go for the Close

Closing questions to ask:

- *“When would you like to get started?”*
- *“If we take care of this today, we can get you on the schedule next week. Does that work for you?”*
- *“Are you ready to move forward with this today?”*
- *“Is there anything else you need from me to make a decision?”*
- *“Do you see how this will save you **(time/money/resources)** in the long run?”*
- *“If we start today, you and your customers will see results as early as next week.”*
- *“What is your timeline for implementing a solution for this?”*
- *“Are you as excited as I am to see the difference we’re going to make?”*
- *“All I need is a quick signature to put the wheels in motion. Mind if I grab a service agreement?”*

When the answer is “not today”:

As much as we should be trying to close every prospect, not every one will close. It is important not to drop the ball here and squander all the work you’ve put in so far. You must remember to set an **intentionally** scheduled follow-up. It’s also important to set the agenda and ask for commitments for the next meeting (i.e. ask for invoices or contract expiration date, etc.)

- *“Okay Mr. Prospect, I will be back in this area again next Tuesday. I am available at 10am and at 3pm. Do either of those work? Great, I’ll see you Tuesday at 3pm. I’ll fill out the paperwork in advance to save us both time.”*

Some proof points for when you need them

While we don't lead the sales process with *features and benefits,* this knowledge can be helpful to gain a competitive advantage. Additionally, it's been proven that proprietary dispensers stay on the wall longer, which in turn, keeps customers longer!

Toilet Tissue Dispenser

The EM proprietary toilet paper dispenser offers a sleek look that can upgrade the appearance of any restroom. With the proprietary design, the dispenser comes with a bracket that holds a scented bar to effectively target odor, giving you another product line to sell!

Air Freshener Dispenser

Our air freshener runs continuously, operating 24/7 to keep your restroom smelling fresh at all times. It uses an oil-based fragrance with a wick system, ensuring a consistent, long-lasting scent that stays close to the fan for optimal distribution. **This services is included in weekly Sani Service.**

Soap Dispensers

Refilling soap dispensers is included in our weekly Restroom & Hygiene service, helping customers reduce costs and ensuring their restrooms are always stocked. Our proprietary dispensers come in two versions: a hybrid model that dispenses soap automatically but switches to manual when batteries are low, and a fully manual option. With our service, customers never have to worry about running out of soap.

Paper Towel Dispensers

EM's proprietary paper towel dispensers give us a strong competitive advantage! Designed for cost efficiency as they feature a 'stub roll' function that eliminates the common issue of leftover rolls being placed on top of the dispenser. Our dispensers are available in two models: a hybrid version that dispenses automatically but switches to manual when batteries are low, and a fully manual option.

**For more information about our products and dispensers, you can find additional resources on EMU.

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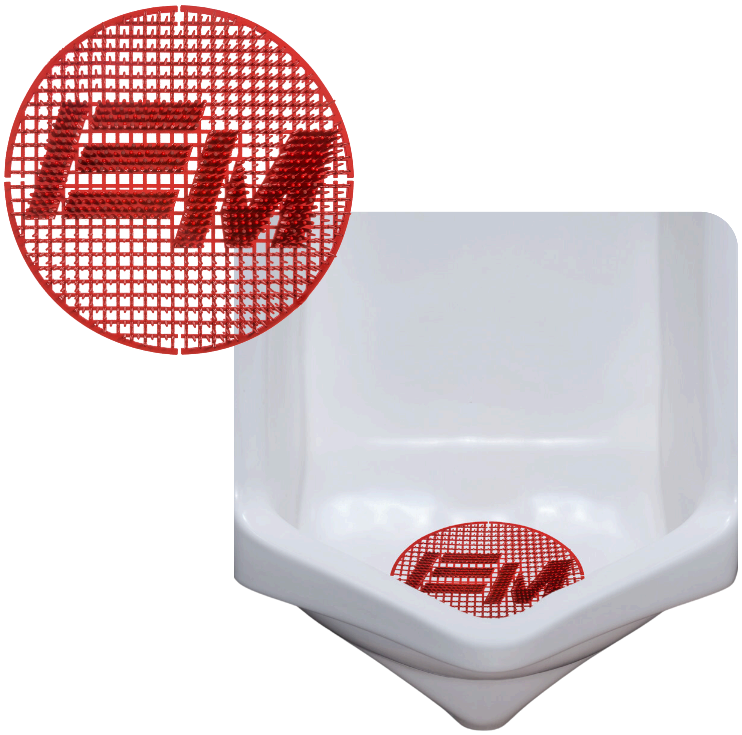
Additional Air Care Solutions

Enviro-Master's NEW Proprietary Urinal Screens

Launching in late 2025, our new urinal screens introduce a sleek, upgraded design that reinforces our brand's professional presence in restrooms. The enhanced ribbed structure is specifically engineered to minimize splashback, effectively reducing urine buildup beneath urinals and helping to maintain a cleaner, more hygienic environment. An additional standout feature is the color-changing technology, which activates upon contact with urine. This interactive element not only serves as a visual indicator of use, but also engages users by leveraging the psychological tendency for men to aim at targets, ultimately promoting better restroom hygiene!



Fragrance Bars

Our fragrance bars offer a great alternative to traditional toilet bowl clips, providing long-lasting freshness without the clutter and mitigating the risk of people flushing bowl clips down the toilet—helping them avoid costly plumbing repairs. Designed for use with our proprietary bracket, these scented bars can be discreetly placed on the side of the toilet or anywhere out of sight, ensuring a clean and professional restroom appearance. Unlike traditional clips that can be unsightly and prone to falling off, our system keeps the fragrance securely in place for consistent odor control. Additionally, our proprietary toilet paper dispensers come with the bracket seamlessly integrated into the mold, making it even easier to maintain a fresh and inviting restroom environment.

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

DAY #2

ENVIRO-MASTER SALES BOOTCAMP

EMU
ENVIRO-MASTER UNIVERSITY

Day #2: The 4-What's

Crafting your sales story

Great salespeople don't just sell a service—they tell a story that resonates with the prospect's needs and challenges. The 4 Whats is a tool designed to help you structure your sales conversations in a way that feels natural, engaging, and impactful.

This framework helps you guide the prospect through a clear and compelling story by answering four key questions:

WHAT I FOUND

What I found – Identify the problem or opportunity based on your observation and discussion.

WHAT'S THE ISSUE IT CAUSES?

What's the issue and its effect? – Explain how this problem negatively impacts their business. This is where you dig for pain.

WHAT IS MY SOLUTION?

What is my solution? – Present Enviro-Master's services as the answer to their problem.

WHAT IS THE BENEFIT?

What is the benefit? – Show the real value—how our solution improves their business, saves them money, or enhances their customer experience.

In the following activity, you'll practice using the 4 Whats to craft a strong, authentic sales story. This tool will help you move beyond a simple sales pitch and into meaningful conversations that drive results.

Day #2: The 4-What's

Activity:

In this activity, the sales trainer will assign you a scenario. **Fill in the details below:**

Scenario:

WHAT I FOUND

WHAT'S THE ISSUE IT CAUSES?

WHAT IS MY SOLUTION?

WHAT IS THE BENEFIT?

Day #2: Pencil Selling Paper

Selling beyond case price:

When selling paper products, it's easy to get pulled into a **price-per-case** conversation. However, true cost savings aren't just about how much a case costs—they come down to **usage and efficiency**. Instead of comparing paper as case vs. case, shift the conversation to what really matters: **Use cost.** Once you break it down, this is where you can show true cost savings.

Our **dispensers control usage**, ensuring that customers use only what they need, reducing waste and lowering overall costs. This is where you can truly **differentiate yourself**—most salespeople focus on price, but you can set yourself apart by showing prospects how **our system saves them money**, especially when you annualize the savings.

By leading with professionalism and expertise, you're not just selling paper—you're selling a smarter, more cost-effective solution that helps businesses cut waste, improve efficiency, and keep restrooms fully stocked without unnecessary overuse. **Sell the value, not just the case.**

Example:

Georgia Pacific (800 ft rolls)

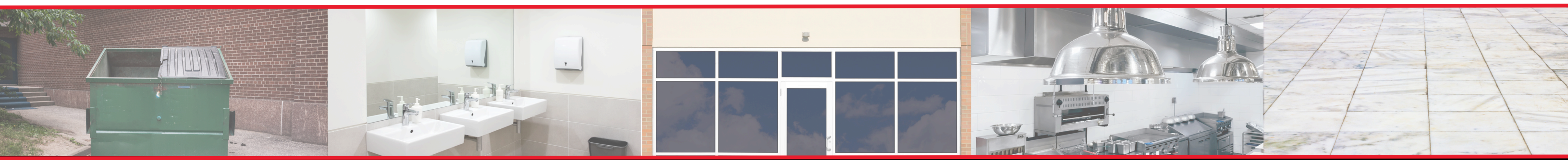
Cost per Case = $ 105.00 ÷ 6 = $ 17.50 (per roll)

$ 17.50 ÷ 800' = $ 0.021 (per ft)

$ 0.021 ÷ 12" = $ 0.00175 (per inch)

$ 0.00175 X 11" = $ 0.019 X 2 = $ 0.038 per hand dry

size of perforation



Day #2: Pencil Selling Paper

Activity:

<u>Use the formula below:</u>

Cost per case ÷ number of rolls per case = **cost per roll**

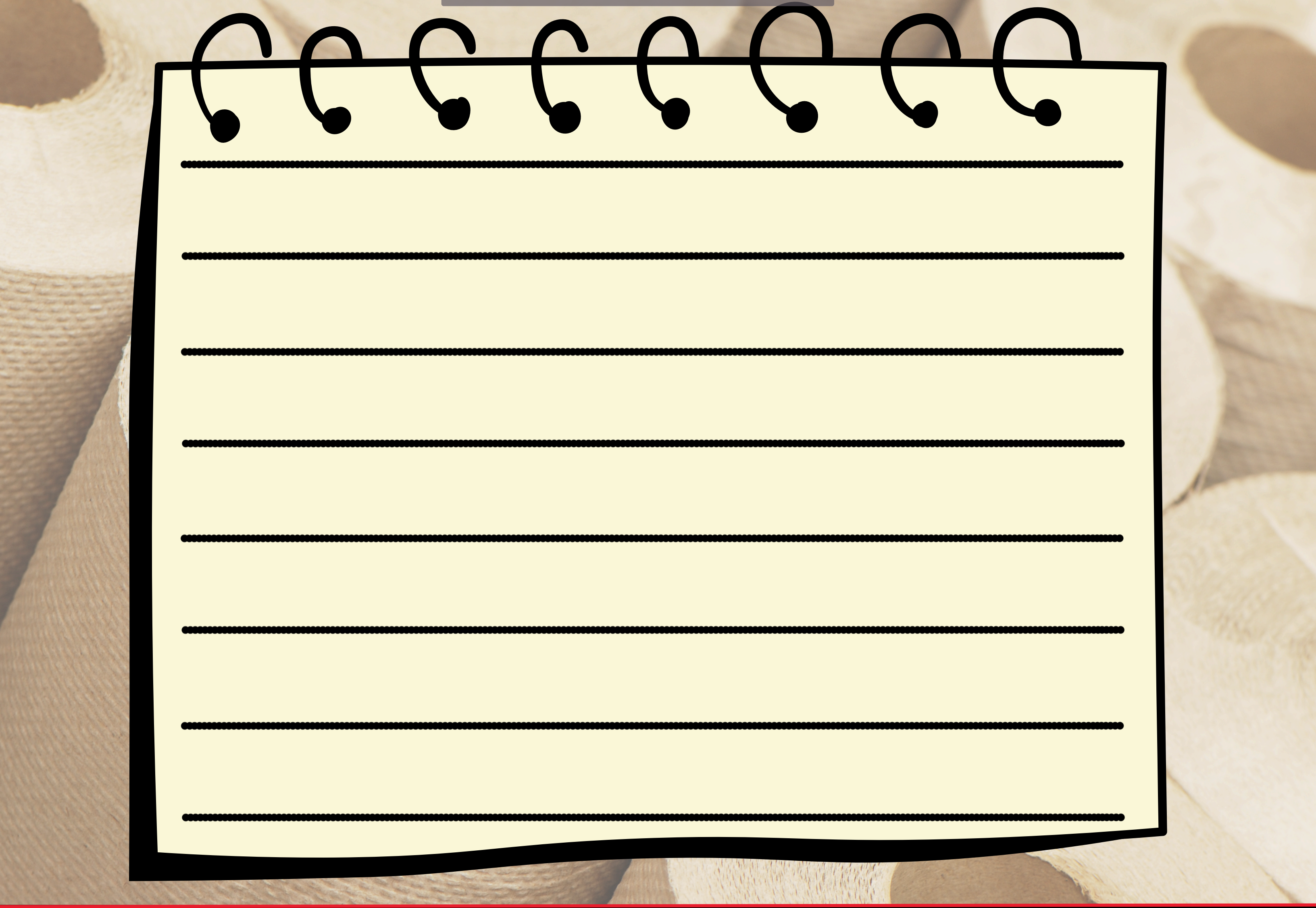
Cost per roll ÷ total feet per roll = **cost per foot**

Cost per foot ÷ 12” = **cost per inch**

Cost per inch X 11” perforation = **cost per perforation**

We know that, on average, a person uses 2 towels to dry their hands, so take the cost per perforation and multiply by 2. This will give you the cost it takes the user to dry their hands.

<u>Now you try:</u>



Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

DAY #3

ENVIRO-MASTER SALES BOOTCAMP

ENVIRO-MASTER UNIVERSITY

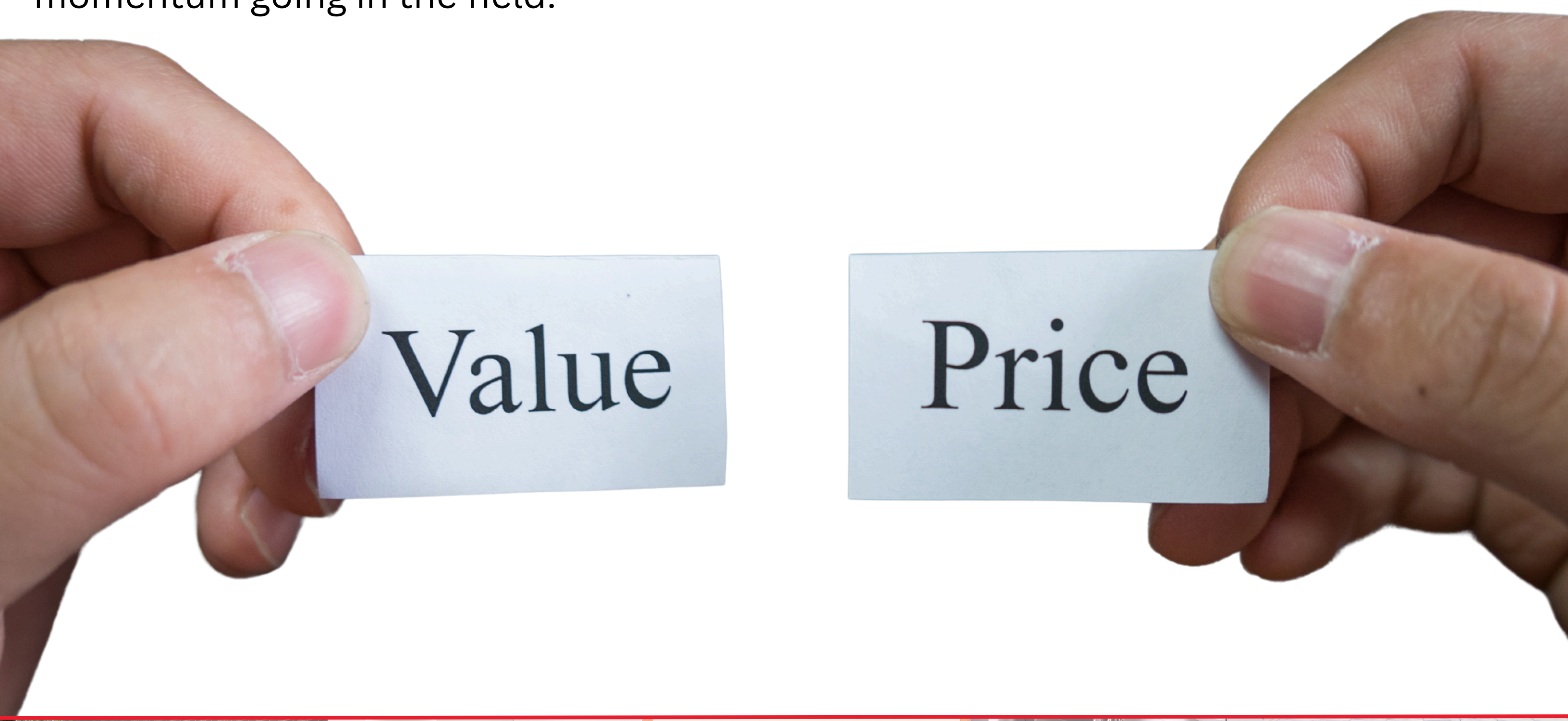
Day #3: Paperwork and pricing

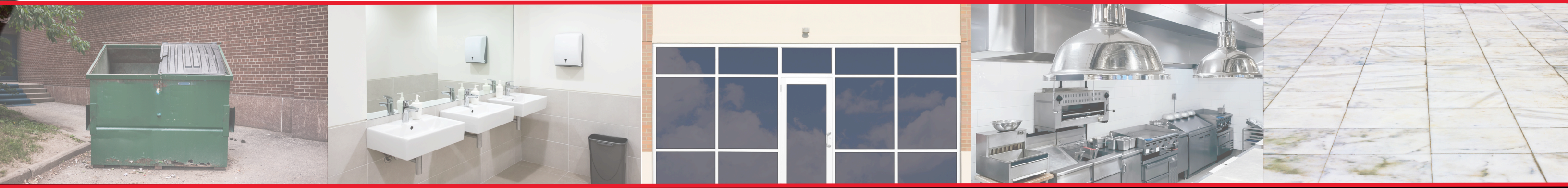
Pricing:

While Enviro-Master's pricing is generally standardized for new accounts, it often varies by franchise. Some locations **price by fixture**, while others use an all-inclusive pricing model. However, one thing remains the same across all franchises—**the goal is to bundle multiple products and services with every sale** to maximize value of our services to the customer. The more we do, the greater the value!

To be successful, you need to **fully understand how pricing works in your franchise**. Take the time to **sit down with your Franchisee** and review pricing strategies so you can confidently price jobs in the field. **The more intentional you are about learning this upfront, the more time you'll have to focus on selling.**

At first, you may feel unsure and need to call your Franchisee for help when pricing a job—but that's okay. As you gain experience, you'll **become more confident and self-reliant**, allowing you to handle pricing conversations efficiently and keep your momentum going in the field.





Day #3: Paperwork and pricing

The service agreement:

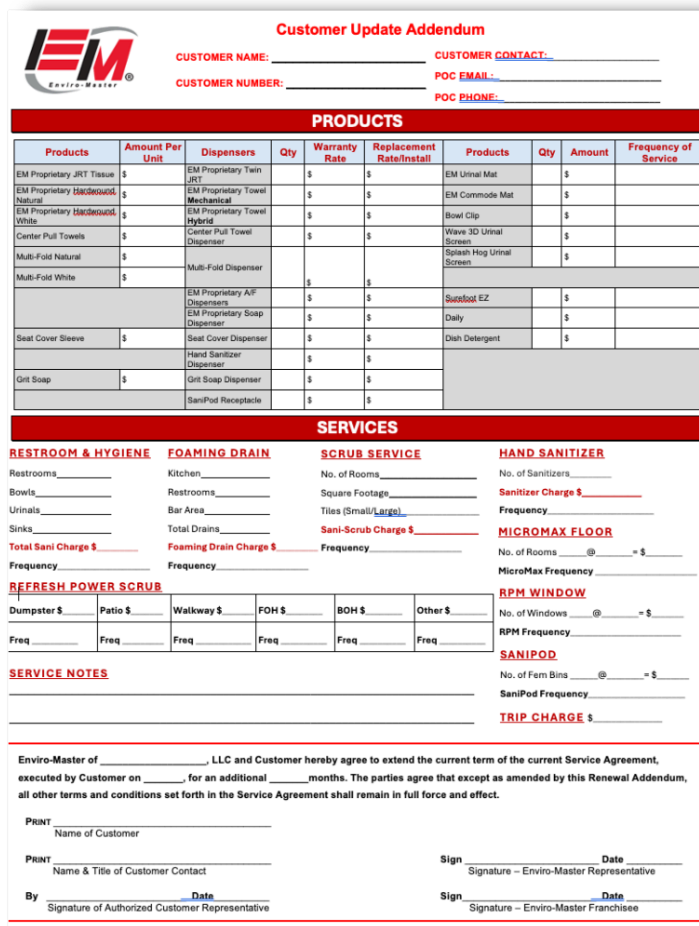
The **Service Agreement** is a key part of every sale, outlining the details of our services, pricing, and terms. At Enviro-Master, the standard Service Agreement is available on **EMU** in both Word and PDF Fillable formats. This agreement is designed to cover all of Enviro-Master's core services with **industry-standard terms and conditions**.

While many franchisees use the EM Corporate standard agreement, some modify it based on their specific business needs. It's important that you **review your franchise's local agreement** with your Franchisee to understand any differences. This will help you confidently explain the terms to customers and handle any questions that come up during the sales process.

During Sales Bootcamp, we'll cover the standard agreement in detail, as most locations use it or a version similar to it. Take the time now to **familiarize yourself with the agreement** so you can enter Bootcamp with a strong foundation.

Customer Update Addendum:

The Customer Update Addendum is a valuable, 1-page tool that allows you to add services to an existing customer's agreement while also providing the option to **extend the length of the agreement**. This is especially important when upselling, as securing renewals helps strengthen **customer retention** and ensures **long-term revenue growth.**



Customer Update Addendum

CUSTOMER NAME: ____________ CUSTOMER CONTACT: ____________

CUSTOMER NUMBER: ____________ POC EMAIL: ____________

POC PHONE: ____________

PRODUCTS

Products	Amount Per Unit	Dispensers	Qty	Warranty Rate	Replacement Rate/Install	Products	Qty	Amount	Frequency of Service
EM Proprietary JRT Tissue	$	EM Proprietary Twin JRT		$	$	EM Urinal Mat		$	
EM Proprietary Hardwound Natural	$	EM Proprietary Towel **Mechanical**		$	$	EM Commode Mat		$	
EM Proprietary Hardwound White	$	EM Proprietary Towel **Hybrid**		$	$	Bowl Clip		$	
Center Pull Towels	$	Center Pull Towel Dispenser		$	$	Wave 3D Urinal Screen		$	
Multi-Fold Natural	$	Multi-Fold Dispenser		$	$	Splash Hog Urinal Screen		$	
Multi-Fold White	$								
		EM Proprietary A/F Dispensers		$	$	Surefoot EZ		$	
		EM Proprietary Soap Dispenser		$	$	Daily		$	
Seat Cover Sleeve	$	Seat Cover Dispenser		$	$	Dish Detergent		$	
		Hand Sanitizer Dispenser		$	$				
Grit Soap	$	Grit Soap Dispenser		$	$				
		SaniPod Receptacle		$	$				

SERVICES

RESTROOM & HYGIENE

Restrooms____
Bowls____
Urinals____
Sinks____
Total Sani Charge $____
Frequency____

FOAMING DRAIN

Kitchen____
Restrooms____
Bar Area____
Total Drains____
Foaming Drain Charge $____
Frequency____

SCRUB SERVICE

No. of Rooms____
Square Footage____
Tiles (Small/Large)____
Sani-Scrub Charge $____
Frequency____

HAND SANITIZER

No. of Sanitizers____
Sanitizer Charge $____
Frequency____

MICROMAX FLOOR

No. of Rooms ____@____= $____
MicroMax Frequency ____

REFRESH POWER SCRUB

Dumpster $____	Patio $____	Walkway $____	FOH $____	BOH $____	Other $____
Freq ____	Freq ____	Freq ____	Freq ____	Freq ____	Freq ____

RPM WINDOW

No. of Windows ____@____= $____
RPM Frequency____

SANIPOD

No. of Fem Bins ____@____= $____
SaniPod Frequency____

SERVICE NOTES

TRIP CHARGE $____

Enviro-Master of ____________, LLC and Customer hereby agree to extend the current term of the current Service Agreement, executed by Customer on ______, for an additional ______months. The parties agree that except as amended by this Renewal Addendum, all other terms and conditions set forth in the Service Agreement shall remain in full force and effect.

PRINT ____________
Name of Customer

PRINT ____________
Name & Title of Customer Contact

Sign ____________ Date ______
Signature – Enviro-Master Representative

By ____________ Date ______
Signature of Authorized Customer Representative

Sign ____________ Date ______
Signature – Enviro-Master Franchisee

In many markets, the **Customer Success Manager (CSM)** handles this process, but if your franchise doesn't have someone in that role yet, it's up to you as the salesperson to use the Service Agreement Addendum when **upselling**.

We will walk through the addendum in Sales Bootcamp, but take the time to **review this document with your Franchisee** so you understand how to use it effectively. Adding services to current accounts not only increases revenue but also deepens customer relationships—making them less likely to switch to a competitor.

Day #3: Standard Service Agreement

Customer Name:______________________ DBA Name:______________________ Store #:______________

Physical Address: ____

City:______________________ State:__________ Zip:______________

Authorized Contact Name and Title:______________________ Point of Contact Email:______________________

Phone:______________ Fax:______________ Cell:______________________

Accounts Payable/Billing Contact Name: ______________________ Primary Decision Maker Email______________________

Billing Address:______________________ Billing Phone:______________________

TERMS: ACH ☐ Credit Card ☐

SERVICES

RESTROOM & HYGIENE

Restrooms__________

Bowls__________

Urinals__________

Sinks__________

Total Sani Charge $__________

Frequency__________

FOAMING DRAIN

Kitchen__________

Restrooms__________

Bar Area__________

Total Drains__________

Foaming Drain Charge $__________

Frequency__________

SCRUB SERVICE

No. of Rooms__________

Square Footage__________

Tiles (Small/Large)__________

Sani-Scrub Charge $__________

Frequency__________

HAND SANITIZER

No. of Sanitizers__________

Sanitizer Charge $__________

Frequency__________

MICROMAX FLOOR

No. of Rooms ______@________= $________

MicroMax Frequency __________

REFRESH POWER SCRUB

Dumpster $______	Patio $______	Walkway $______	FOH $______	BOH $______	Other $______
Freq ______	Freq ______	Freq ______	Freq ______	Freq ______	Freq ______

RPM WINDOW

No. of Windows _____@________= $________

RPM Frequency__________

SANIPOD

No. of Fem Bins ______@________= $________

SaniPod Frequency__________

TRIP CHARGE $__________ **DISPENSER WARRANTY**_____ (Charged at time of each Service)

INSTALLATION & SETUP FEES

Towel Dispenser Install	$	Tissue Dispenser Install	$	Other Dispenser Install	$
Initial Sanitization	$	Initial RR Hygiene Service	$	Initial Scrub Service	$
Initial RPM Service	$	Initial Re-Fresh Service	$	Initial Drain Service	$

PRODUCTS

Products	Amount Per Unit	Dispensers	Qty	Warranty Rate	Replacement Rate	Products	Qty	Amount	Frequency of Service
EM Proprietary JRT Tissue	$	EM Proprietary Twin JRT		$	$	EM Urinal Mat		$	
EM Proprietary Hardwound Natural	$	EM Proprietary Towel Mechanical		$	$	EM Commode Mat		$	
EM Proprietary Hardwound White	$	EM Proprietary Towel Hybrid		$	$	Bowl Clip		$	
Center Pull Towels	$	Center Pull Towel Dispenser		$	$	Wave 3D Urinal Screen		$	
Multi-Fold Natural	$	Multi-Fold Dispenser		$	$	Splash Hog Urinal Screen		$	
Multi-Fold White	$								
		EM Proprietary A/F Dispensers		$	$	Surefoot EZ		$	
		EM Proprietary Soap Dispenser		$	$	Daily		$	
Seat Cover Sleeve	$	Seat Cover Dispenser		$	$	Dish Detergent		$	
		Hand Sanitizer Dispenser		$	$				
Grit Soap	$	Grit Soap Dispenser		$	$				
		SaniPod Receptacle		$	$				

SpecialInstructions:____

____

Day #3: Standard Service Agreement

<u>**Terms and Conditions**</u>

1. All dispensers installed under this Agreement are owned by and shall remain the property of Enviro-Master Services, here noted as the Company. Damage to any Company dispenser due to vandalism, abuse, or theft, Company will replace the dispenser(s) at the then current replacement rate.

2. Enviro-Master Promise of Good Service. In the event that Customer: (1) provides a written material complaint to Company; (2) Company does not cure, address or resolve the Complaint within a fifteen-day period of receipt; and, 3) Customer has paid all fees and provided Company the opportunity to retrieve its dispensers from Customer premises in good condition – Customer may then terminate Company's services by providing thirty (30) days written notice of its intention to do so.

3. Payment Terms. If Customer has elected credit card payment through Company's eBill program, customer agrees to submit payment by the first business day of each month for Company's services/products provided in the previous month. If Customer has elected Net 30 payment terms, then Company will invoice Customer on the first business day of each month for services/products provided during the previous month. Customer agrees to pay monthly statement no later than the first business day of the following month. If the outstanding balance is not paid in full within 45 days of billing, Company has the right to terminate this Agreement. All invoices shall be deemed true and correct unless Customer provides a written objection to an invoice to Company within thirty (30) days of the due date of such invoice. Any invoice not paid within thirty (30) days of billing shall be subject to a finance charge equal to 1.5 percent per month or the highest amount allowed by law, whichever is less. Should any check remittance be returned for insufficient funds ("ISF"), Customer expressly authorizes Company to electronically debit or draft from its bank account the amount of such check remittance, plus any ISF fees incurred by Company. Customer agrees to pay all reasonable attorney fees and costs to enforce this Agreement. Company may increase charges from time to time by notifying Customer in writing which may be on Customer's invoice or monthly statement. Customer agrees to pay a $10 charge for each incident in which Customer refuses Company's scheduled services.

4. Indemnification. Customer shall protect, defend, indemnify, and hold Company harmless from all third-party claims, losses, damages, costs, and expenses (including attorney's fees) and which arise in connection with this Agreement and with Customer's interim cleaning and use of any products in its restroom facilities. The Customer acknowledges and understands that Enviro-Master makes no additional representations of any kind or nature regarding the use of the Vaporizer/Sani-Guard disinfectants beyond those made by the manufacturer as to its EPA registration status and safety.

5. Expiration/Termination. Upon the expiration or termination of this Agreement, Customer shall remit any unpaid charges and immediately permit Company to retrieve all dispensers on its premises. Company has no obligation to reinstall Customer's dispensers. Company is not liable for damages to Customer's property (except for gross negligence) should Company removes its dispensers. If this Agreement is terminated early for any reason, other than under the Enviro- Master Promise of Good Service, Customer will pay Company, as liquidated damages, 50% of its average weekly invoice (over the previous thirteen-week period) and multiplied by the number of weeks remaining in the unexpired Agreement term, plus the replacement cost of all dispensers in service.

6. Install Warranty/Scope of Service. Company's install warranty to repair or replace dispensers refers to normal wear and tear, manufacture malfunction or defect. Company's warranty does <u>not</u> cover vandalism or abuse. Company will perform all work set forth in its cleaning/sanitizing scope of service for Customer in a good and workman-like manner.

7. Sale of Customer Business. If Customer sells or transfers its business (whether by asset sale, stock sale or otherwise), new owner or operator will assume this agreement.

Customer desires to retain existing dispensers ☐ **Customer desires to dispose of existing dispensers** ☐

Agreement term shall be for thirty-six (36) months from execution and shall automatically renew for another like term unless Enviro-Master is provided written notice of Customer's desire to discontinue service thirty (30) days prior to expiration of any term. This Agreement is subject to the terms and conditions on its reverse side.

EM Sales Representative ______________________ **Inside Sales Representative**______________________

<u>**I HEREBY REPRESENT THAT I HAVE THE AUTHORITY TO SIGN THIS AGREEMENT:**</u>

Customer Contact Name: ________________ **Signature:**______________________ **Date:** __________

EM Franchisee: ________________ **Signature:**______________________ **Date:** __________

Day #3: Service Agreement Addendum

Customer Update Addendum

CUSTOMER NAME: ____________________________

CUSTOMER NUMBER: __________________________

CUSTOMER CONTACT: ___________________________

POC EMAIL: ________________________________

POC PHONE: ________________________________

PRODUCTS

Products	Amount Per Unit	Dispensers	Qty	Warranty Rate	Replacement Rate/Install	Products	Qty	Amount	Frequency of Service
EM Proprietary JRT Tissue	$	EM Proprietary Twin JRT		$	$	EM Urinal Mat		$	
EM Proprietary Hardwound Natural	$	EM Proprietary Towel **Mechanical**		$	$	EM Commode Mat		$	
EM Proprietary Hardwound White	$	EM Proprietary Towel **Hybrid**		$	$	Bowl Clip		$	
Center Pull Towels	$	Center Pull Towel Dispenser		$	$	Wave 3D Urinal Screen		$	
Multi-Fold Natural	$	Multi-Fold Dispenser		$	$	Splash Hog Urinal Screen		$	
Multi-Fold White	$								
		EM Proprietary A/F Dispensers		$	$	Surefoot EZ		$	
		EM Proprietary Soap Dispenser		$	$	Daily		$	
Seat Cover Sleeve	$	Seat Cover Dispenser		$	$	Dish Detergent		$	
		Hand Sanitizer Dispenser		$	$				
Grit Soap	$	Grit Soap Dispenser		$	$				
		SaniPod Receptacle		$	$				

SERVICES

RESTROOM & HYGIENE

Restrooms____________

Bowls________________

Urinals______________

Sinks________________

Total Sani Charge $________

Frequency____________________

FOAMING DRAIN

Kitchen_____________

Restrooms___________

Bar Area____________

Total Drains_________

Foaming Drain Charge $________

Frequency____________________

SCRUB SERVICE

No. of Rooms____________________

Square Footage__________________

Tiles (Small/Large)______________

Sani-Scrub Charge $______________

Frequency____________________

HAND SANITIZER

No. of Sanitizers_________

Sanitizer Charge $____________

Frequency____________________

MICROMAX FLOOR

No. of Rooms ______@________= $_______

MicroMax Frequency ____________________

REFRESH POWER SCRUB

Dumpster $______	**Patio $______**	**Walkway $______**	**FOH $______**	**BOH $______**	**Other $______**
Freq __________	**Freq** __________	**Freq** __________	**Freq** __________	**Freq** __________	**Freq** __________

RPM WINDOW

No. of Windows _____@________= $_______

RPM Frequency____________________

SANIPOD

No. of Fem Bins ______@________= $_______

SaniPod Frequency____________________

TRIP CHARGE $____________

SERVICE NOTES

____

____

Enviro-Master of ___________________, LLC and Customer hereby agree to extend the current term of the current Service Agreement, executed by Customer on _______, for an additional _______months. The parties agree that except as amended by this Renewal Addendum, all other terms and conditions set forth in the Service Agreement shall remain in full force and effect.

PRINT ____
Name of Customer

PRINT ____
Name & Title of Customer Contact

By ______________________________ Date ____________
Signature of Authorized Customer Representative

Sign ________________________ Date __________
Signature – Enviro-Master Representative

Sign________________________ Date __________
Signature – Enviro-Master Franchisee

The Importance of Qualifying an Opportunity:

Finding Decison-Makers and Influencers

Why Qualifying Matters:

In sales, one of the most critical steps in the process is properly qualifying an opportunity. This means ensuring that we are speaking with the right people—either the decision-maker or a key influencer who has a say in the buying process. Without this step, we risk wasting time on prospects who cannot move the conversation forward, leading to stalled deals and lost opportunities.

Decision-Makers vs. Influencers:

- **Decision-makers:** These are people with the authority to approve and sign off on a new vendor or service. They typically hold titles such as owner, CEO, CFO, or General Manager, depending on the business structure. Many businesses have multiple decision makers that you may have to present to.
- **Influencers:** These individuals may not have the final purchasing power but have significant input into the decision. A GM, facilities manager, or operations director may strongly influence the ultimate choice of a service provider.

Why This Matters:

Failing to qualify an opportunity properly can lead to:

- Wasted time on prospects who can't approve a purchase.
- Delayed sales cycles because the right people aren't engaged in the sales process.
- Missed opportunities when a competitor engages with the decision-maker first.

Don't take a NO from someone that can't give you a YES.

The Importance of Qualifying an Opportunity:
Finding Decison-Makers and Influencers

Identifying the Right Contact:

To effectively qualify an opportunity, you must determine who is involved in the decision-making process. **This can be done by:**

1. **Asking the right questions** - Engaging in a conversation that uncovers how decisions are made within the company.

   Some examples include:
   - *"How does your company typically evaluate new vendors?"*
   - *"Who else is involved in the decision-making process for services like ours?"*
   - *"What challenges are most important to address when considering a new provider?"*
   - *"When you bring on a new vendor, what does that process look like?"*

2. **Assessing decison-making structure** - If speaking with a General Manager or facilities manager, **determine their level of influence by asking:**
   - *"Do you typically make recommendations on services like this?"*
   - *"If you find a service you like, what's the process for getting it approved?"*
   - *"When you bring on a new vendor, what does that process look like?"*

3. **Give reason on why you should meet with other stakeholders** - Regardless of job titles or seniority, multiple stakeholders often play a role in the decision-making process. Relying on influencers to sell on our behalf is not ideal, but they're often engaged in the conversation because what we do makes sense to them. So push for a direct meeting with the other stakeholders that would need to be involved.

   When engaging with influencers, appeal to their influence and perceived reputation by positioning the conversation as an opportunity to help them succeed. Reinforce that your goal is to **make them look good** in front of their peers and leadership. **You can use lines like:**
   - *"The current state of your restrooms is not your fault. You simply don't have the tools, training, and expertise to truly make an impact. Let's setup a meeting with you and your leadership to walk through this program together."*
   - *"I'm glad you like what we have to offer. Often, when leadership hears about bringing on a vendor with the possibility of additional costs, it can sound like a tough sell. Let's schedule a meeting with your boss so we can present the value of this program in a way that makes sense to them."*
   - *"I understand you may not feel comfortable with me presenting to your boss, but let me tell you what that conversation sounds like so that you look like the hero."*

Takeaway:

By identifying decision-makers and influencers early in the process, you can focus your efforts on real opportunities, shorten the sales cycle, and increase the likelihood of closing deals. Additionally, by adjusting the sales approach based on the prospect's key concerns, we can enhance engagement and demonstrate the direct value of our services. Always take the time to qualify an opportunity—it's the difference between a stalled conversation and a successful sale.

The Power of Asking Great Questions

A strong sales presentation is the foundation of any successful sales process, but without asking the right questions, a presentation is just a pitch. Too often, salespeople fall into the trap of talking through features and benefits, assuming that these alone will convince a prospect to buy. But people don't make decisions based on features and benefits—they buy solutions to their problems, ways to improve their business, and outcomes that make their lives easier.

This is why consultative and inquisitive selling is so critical. The best salespeople don't just talk; they uncover pain points, challenges, and motivations by asking thoughtful, strategic questions. These questions should go beyond surface-level needs and get to the root of what truly matters to the customer.

The Right Questions Lead to the Right Conversations

Great sales questions help you:

- Understand the customer's real needs – What challenges are they facing that you can help them with.
- Identify priorities – What matters most to them, and why?
- Create urgency – What is the cost of inaction for their business?
- Personalize your questions and presentation – How can you tailor your solution to align with their specific goals?

Instead of saying, "Our service offers X, Y, and Z," shift the focus with questions like:

- What's your biggest challenge when it comes to keeping your facilities clean and presentable?
- How does an unclean environment impact your employees or customers?
- What would it mean for your business if you didn't have to worry about [problem your service solves]?

When you ask the right questions, your prospect will tell you exactly what they care about—and that's when your presentation becomes more than just a list of features. It becomes a tailored solution that speaks directly to their needs, making it far more compelling and actionable.

Selling isn't about talking—it's about listening. Ask great questions, and you'll have more meaningful conversations, build stronger relationships, and ultimately close more deals.

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

DAY #4

ENVIRO-MASTER SALES BOOTCAMP

EMU

ENVIRO-MASTER UNIVERSITY

Day #4- Objections!

Objections are a natural part of the sales process and should be seen as **opportunities rather than roadblocks.** When a prospect raises an objection, it typically means they need more information, reassurance, or a different perspective before moving forward. It can also be a **buying signal.**

Successful salespeople anticipate **common objections** and are prepared with clear, confident responses that address concerns while reinforcing the value of the solution. By handling objections effectively, you can build trust, overcome hesitation, and move the conversation toward a positive outcome. Another thing to note: sometimes our scope and pricing is low enough for us to fit on a local **p-card** budget.

Below are some common objections you may encounter, along with strategies for overcoming them:

"That decision isn't made at the local level"

- *Where is it made? Who makes it? Can you provide contact info? If someone wanted to do business with you, how would they go about that?*

"Person A handles that and he/she isn't here"

- *Contact info? Do they come in on specific days/times I can catch them? What do they care about?*

"I have to check with my partner or I have to take this to my boss"

- *Are you checking with them for approval or just to run it by them? Do you think they would like this? Can we set up a 2nd meeting with the 3 of us?*

"I'm not interested"

- *At beginning: What are you not interested in? Me? My product? Talking?*
- *At end: Was there something you were hoping to see?*

"We have no budget for new vendors"

- *Most of my customers don't. That's one reason why they work with us. Can I show you how?*

"Can I think about it?"

- *Sure. What areas are you thinking about? I don't want you to have any unanswered questions when I leave.*

"We handle that in-house"

- *Almost all of my customers did when I first met them. Often we are able to improve current processes, save your staff time or save you money. I'd like to see if we can do any of those for your business.*

****For a larger list of common objections you may hear in the field, we have provided a worksheet in EMU resources titled: *Objections and How To Handle Them***

Day #4- Follow up

Intentional follow up:

Intentional follow up is the act of **being in control** of the sales process and **purposefully** setting the agenda for the next steps, essentially leading the prospect to the close. Every opportunity in your pipeline should have set next steps.

Implementing intentional follow up:

Following up with prospects and customers isn't just a task—it's a critical part of the sales process. Being intentional with your follow-up means having a **clear purpose, a strategy, and a goal for every interaction**. A great first meeting or presentation means nothing if you don't follow through and keep the conversation moving forward.

Keys to Intentional Follow-Up:

- **Set Clear Next Steps** – Before leaving a meeting or ending a call, establish what happens next. Schedule the next conversation, confirm a time for a follow-up visit, or send the necessary information promptly. **Follow ups should be in person, not by email or over the phone!**
- **Follow Up with Purpose** – Don't just check in—bring value. Reference specific concerns, provide additional insights, or offer a testimonial that aligns with their needs.
- **Stay Consistent and Persistent** – Some prospects take time to make a decision. Keep following up with relevant information and reminders, showing them that you're invested in their business.
- **Track Your Follow-Ups** – Use a CRM, notebook, W.A.R. document, or your calendar to stay organized. Know when you last reached out, what was discussed, and when you need to follow up again.

Intentional follow-up shows prospects and customers that you are reliable, professional, and committed to providing solutions—not just trying to make a sale. The difference between a lost deal and a closed deal often comes down to who follows up better.

Day #4- Time & territory management

Maximizing your efficiency:

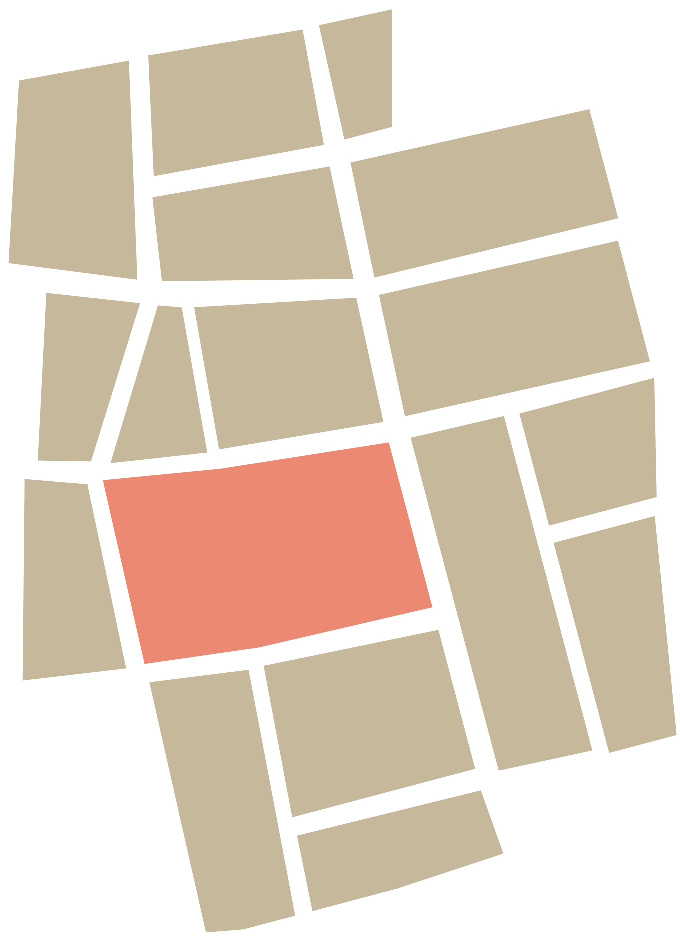
Success in sales isn't just about pulling doors—it's about **working smart**. Managing your **territory and time effectively** ensures you're spending your days in the right places, seeing the right prospects, and maximizing every opportunity.

Divide & Conquer: Working Your Territory in Quadrants

In some markets, the sales territory can be fairly large and difficult to manage. Instead of jumping around from one side of town to the other, work with your Franchisee or Sales Leader to portion out your territory into quadrants.

By focusing on one quadrant per day, you'll:

- **Minimize drive time** and spend more time selling.
- Get to know your market better by visiting businesses consistently.
- **Build stronger relationships** with prospects and customers in each area.
- **Create efficiency in your follow-ups**, ensuring you have meetings lined up when you return to that quadrant.



Be Intentional with Your Time

Every day should have a clear plan. Start with a list of who you're visiting, why you're visiting, and what you want to accomplish. Use your time wisely by:

- **Scheduling your follow-ups** so that when you return to a quadrant, your calendar is already filled with appointments.
- **Planning prospecting routes** in between scheduled meetings to maximize each trip.
- **Blocking out time for admin work** (meetings, proposals, agreements) so it doesn't eat into your prime prospecting hours.

Territory + Time + Intentional Follow-Up = More Sales

Being organized, strategic, and intentional with your time and territory will help you increase efficiency, build stronger relationships, and close more deals. The more disciplined you are in managing your time, the more predictable and successful your sales process will become.

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

DAY #5

ENVIRO-MASTER SALES BOOTCAMP

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Day #5- W.A.R. Document

The Weekly Activity Report (W.A.R.) is a **self-reporting tool** designed to help you track your progress, stay accountable, and provide valuable insights to your **Franchisee or Sales Coach**. Completing this document **weekly** and submitting it before your **1-on-1 meeting** ensures that you and your leadership team are aligned on your **progress, challenges, and opportunities.**

During Sales Bootcamp, your trainer will walk you through each tab and section of the W.A.R. document. It follows the same cadence and order as your 1-on-1 meetings, making it an essential tool for tracking key metrics, setting goals, and improving performance. Filling it out consistently will not only help your leadership guide you effectively but also help you **take ownership of your success.**

Scorecard:

The Scorecard Tab is typically the first section reviewed during your **1-on-1 meeting** and serves as a key tool for **tracking your performance and progress**. This section provides a snapshot of your **KPIs** at the yearly, quarterly, and weekly levels, allowing you to measure consistency and growth. You'll track important metrics such as your **sales average** and the number of **new rooftops** you've brought in. Additionally, if your market doesn't have a Customer Success Manager (CSM) on staff, you may also be responsible for tracking **referrals** and **QCs** completed.

Reviewing this data regularly helps ensure you stay on top of your goals, identify areas for improvement, and make informed adjustments to your sales approach.

Rolling YTD Scorecard

Q1	Measurables	12/30/24	1/6/25	1/13/25	1/20/25	1/27/25	2/3/25	2/10/25	2/17/25	2/24/25	3/3/25	3/10/25	3/17/25	3/24/25	Weekly Goals
	Weekly Sold														$150
	Weekly Average	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	$150
	New Rooftops														2
	Google Reviews														2
	Referrals														3
	Number of QC's														8
	Paper Accts Sold														1

Q2	Measurables	3/31/25	4/7/25	4/14/25	4/21/25	4/28/25	5/5/25	5/12/25	5/19/25	5/26/25	6/2/25	6/9/25	6/16/25	6/23/25	Weekly Goals
	Weekly Sold														$150
	Weekly Average	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	$150
	New Rooftops														2
	Google Reviews														2
	Referrals														3
	Number of QC's														8
	Paper Accts Sold														1

Q3	Measurables	6/30/25	7/7/25	7/14/25	7/21/25	7/28/25	8/4/25	8/11/25	8/18/25	8/25/25	9/1/25	9/8/25	9/15/25	9/22/25	Weekly Goals
	Weekly Sold														$150
	Weekly Average	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	$150
	New Rooftops														2
	Google Reviews														2
	Referrals														3
	Number of QC's														8
	Paper Accts Sold														1

Q4	Measurables	9/29/25	10/6/25	10/13/25	10/20/25	10/27/25	11/3/25	11/10/25	11/17/25	11/24/25	12/1/25	12/8/25	12/15/25	12/22/25	Weekly Goals
	Weekly Sold														$150
	Weekly Average	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	$150
	New Rooftops														2
	Google Reviews														2
	Referrals														3
	Number of QC's														8
	Paper Accts Sold														1

**A blank W.A.R. document can be found in *Sales Documents* in the resources section of EMU.

Day #5- W.A.R. Document

Weekly Schedule:

The Weekly Schedule Tab is a critical part of the W.A.R. document, giving your Franchisee or Sales Coach a clear picture of how you're structuring your week and where you're prioritizing your time. This section should be filled out for the current week you're working in. For example, if today is Monday, March 4th, your schedule should reflect the meetings, follow-ups, and prospecting activities planned for March 4th–8th.

This tab helps track:

- **Scheduled meetings and opportunities** – Shows how many appointments you've set and the potential revenue tied to them.
- **Breaks down** how much of last week's sales came from inside sales, web leads, or other inbound sources, versus how much you personally generated through cold calling and prospecting.
- **Weekly forecast** – A projection of what deals you expect to close this week.

Being **honest and realistic in your sales forecast** is crucial. Accurately assessing where you stand in the pipeline allows for better coaching, goal setting, and accountability. Additionally, ensuring all meetings are scheduled **(intentional follow-ups)** creates a more reliable and **predictable sales process and forecast.** By keeping this section updated, you'll have a clearer roadmap for success and ensure you're making the most of your time in the field. You should also utilize this tab to list and **discuss any obstacles with your sales leader.**

Weekly Schedule

	City:	Atlantic City		City:	Pleasantville		City:	Egg Harbor Twp		City:	Ventnor		City:	Margate	
	Appt	**Monday**	**$$$**	**Appt**	**Tuesday**	**$$$**	**Appt**	**Wednesday**	**$$$**	**Appt**	**Thursday**	**$$$**	**Appt**	**Friday**	**$$$**
8:00		MMM		CC			CC			CC			CC		
	PB			FLUP	Johnny D's	$35.00	FLUP	LB1	$100.00	CC			CC		
9:00	PB			CC			CC			CC			CC		
	CL	Ducktown Tavern	$150.00	CL	Pleasantville Music Shoppe	$25.00	FLUP	Tacos El Tio	$75.00	CC			CC		
10:00	CC			CC			CC			CC			IS	Waterworks	
	FLUP	Whitehouse Subs	$55.00	CC			CC			PT	Ventor Square Theatre	$250.00	CC		
11:00	CC			CL	Center City Sports	$25.00	PT	Bob's Garden Center	$50.00	CC			FLUP	Island Grill	$75.00
	IS	Sacco Subs (AC)		CC			CC			CC			CC		
12:00	CC			CC			CC			CC			CC		
	CC			FLUP	Subway	$35.00	CC			IS	Body Shoppe	$65.00	FLUP	Martin's Grill	$65.00
1:00	IS	The Fork & Knife		CC			CC			CC			CC		
	CC			FLUP	Brewhaus	$75.00	CC			CC			CC		
2:00	CC			CC			IS	Sacco Subs (EHT)		MM	Sophia's	$125.00	CC		
	CC			MM	Tilton Tavern	$60.00	CC			CC			CC		
3:00	CC			CC			CC			CC			CC		
	CC			CC			CL	Gorilla Vapes	$35.00	IS	Stella		CC		
4:00	PT	Flyers Skate Zone	$250.00	CC			CC			CC			CC		
	CC			CC			CC			IS	Mama Lena's		CC		
5:00	CC			CC			CC			CC			CC		

KEY			
PB	Phone Block	**FLUP**	Follow-up
IS	Inside Sales	**AR**	Accounts Receivable Call
MM	Scheduled Meeting	**PT**	Presentation
CL	Deal Closing	**TCC**	Targeted Cold Call
CC	Cold Calling	**QC**	Quality Control Meeting

Date:	4/28/25	This week's date
Weekly Sold:	$288.00	What you sold last week
Lead Generated:	$200.00	What you sold from Inside Sales appointments
Self Generated:	$88.00	What you generated yourself
Weekly Forecast:	$175.00	Forecast for this week

What are your obstacles this week?

Getting in front of enough decision makers!

Day #5- W.A.R. Document

<u>Sales pipeline (50% & 80%) tabs:</u>

The Sales Pipeline tabs of the W.A.R. document are designed to help you and your Sales Leader or Franchisee track where your **active opportunities** stand. Accurately categorizing your deals allows for better **coaching**, **strategy**, **and forecasting**, ensuring you have the right plan in place to move them toward a close.

<u>Opportunities are broken down into two tabs/stages:</u>

- **50%** – At this stage, you may be speaking with a **champion or influencer** within a potential account. There is interest, but you may need to meet with them again to uncover more pain points or get in front of the actual decision-maker. These deals require **intentional follow-ups** (next meeting set) to advance them further in the pipeline.

- **80%** – This is when **you're speaking with the decision-maker**, you've presented your solutions, and there is **definite interest**. The opportunity is under review, and the prospect should either have the **agreement in hand** or be giving verbal commitments to sign.

Some deals move so quickly through the sales process that they may never show up in the pipeline or jump from 50% to a closed deal almost immediately. That's okay—your job is to document what you're actively working on and where it truly sits in the process. It's also important to note that a pending proposal doesn't necessarily define an opportunity to 50% or 80%.

Most importantly, **be wildly honest with yourself** about these opportunities. Overestimating where a deal stands doesn't help anyone. Your Sales Leader is here to help, but they can only provide the right coaching if they have an **accurate picture of your pipeline**. Being truthful about where your opportunities fit will allow you to develop the right strategies to move them forward and close more business.

50% List

Please complete this at the end of each week and bring it to your weekly 1-on-1

	Opportunity	Projected amount	Industry			Est. Closing Date		
	Pipeline	$ Amount	Independent	Chain	Non-Restaurant	Within 7 Days	Within 14 Days	30 +/- Days
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
	Totals:	$0.00						

80% List

Please complete this at the end of each week and bring it to your weekly 1-on-1

	Opportunity	Projected amount	Industry			Est. Closing Date		
	Pipeline	$ Amount	Independent	Chain	Non-Restaurant	Within 7 Days	Within 14 Days	30 +/- Days
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
	Totals:	$0.00						

Day #5- The Competition

Selling against the competition:

Selling against the competition may feel like a daunting task, this is why we cover it in detail in Sales Bootcamp. The sales trainer will show you examples of how some of our competitors, like Cintas and Vestis (formerly Aramark), treat their customers while digging deep into **how to read their invoices**. You'll see firsthand how hidden fees, confusing pricing structures, and lack of personalized service create frustration for businesses—and how **Enviro-Master provides a better alternative**.

Many members of **Enviro-Master's senior leadership team** have extensive experience either working with or **competing against these companies**. Their knowledge and strategies are at **your full disposal**, giving you an edge when positioning our services against the competition.

You'll also learn how to sell Enviro-Master's services even when a prospect is **locked into a contract**, providing them with immediate value without requiring them to break their agreement.

In the next few pages, you'll find real examples of competitor invoices. Your trainer will guide you through them, pointing out red flags and **hidden fees**, and you'll have the chance to analyze some on your own as an activity. This exercise will help you recognize the patterns of **overcharging and poor service** that we commonly see in the field.

The more doors you pull, the more **questionable charges and frustrated customers** you'll come across. **Ask great questions, be curious, and dig deep for pain** when selling against the competition—because when you uncover the real issues, winning the business becomes that much easier.

Day #5- Sample invoices

CINTAS®
READY FOR THE WORKDAY™

REMIT PAYMENT TO:
CINTAS CORP
P.O. BOX 630910
CINCINNATI, OH 45263-0910

VIEW & PAY YOUR BILLS ONLINE:
WWW.CINTAS.COM/MYACCOUNT

CUSTOMER SVC/BILLING	833-711-5950
CINTAS FAX #	734-326-1097
PAYMENT INQUIRY	734-957-5933

INVOICE

SHIP TO: HOLISTIC HEALTH
38110 MICHIGAN AVE
WAYNE, MI 48184-2842

BILL TO: HOLISTIC HEALTH
38110 MICHIGAN AVE
WAYNE, MI 48184-2842

INVOICE #	4165856470
INVOICE DATE	08/25/2022
SOLD TO #	18745927
PAYER #	18745927
PAYMENT TERMS	NET 10 EOM
SORT #	03000010458
CINTAS ROUTE	96 / DAY 5 / STOP 011

EMP#/LOCK#	MATERIAL	DESCRIPTION	FREQ	EXCH	QTY	UNIT PRICE	LINE TOTAL	TAX
	X10184	3X5 ACTIVE SCRAPER	01	F	1	5.339	5.34	Y
	X10197	4X6 TRAFFIC MAT	01	F	1	13.532	13.53	Y
	X10198	3X10 TRAFFIC MAT	01	F	2	13.836	27.67	Y
	X1917	3X5 WELLNESS AF ONYX	01	F	1	4.000	4.00	Y
	X1919	2X3 WELLNESS AF MAT ONYX	01	F	4	2.750	11.00	Y
	X2275	GL1 GLASS&SURF CLNR-	04	F	5	2.674	13.37	Y
	X2279	SK2 SINK SANITIZER-	04	F	5	2.949	14.75	Y
	X2506	DS1 NEUTRAL DISNFCT-	02	F	20	4.316	86.32	Y
	X2650	WET MOP LARGE-	01	F	4	2.346	9.38	Y
	X27015	SIG AIR SVC RED-	04	F	2	0.000	0.00	N
	X27026	SIG AIR SVC	04	F	2	20.153	40.31	Y
	X27027	SIG AIR RFL CLEAN-	04	F	2	0.000	0.00	N
	X27083	SIG DUALTP RFL PAPER/CS-	01	F	2	31.376	62.75	Y
	X6922	WOOD WET MOP HANDLE-	04	F	4	0.000	0.00	N
	X7000	20"MICROFIBER MOP BL-	01	F	2	2.009	4.02	Y
	X7500	CLEANING CHEM DISP-	01	F	1	2.527	2.53	Y
	X7717	WHITE MICROFIBR WIPE-	01	F	40	0.376	15.04	Y
	X7717	WHITE MICROFIBR WIPE-	01	F	2	3.059	6.12	N
	X84001	3X10 LOGO MAT X1471 HOLISTIC HEALTH 3X10	01	F	1	14.068	14.07	Y
	X84013	3X10 BLACK INT MAT	01	F	2	14.660	29.32	Y
	X9281	HRDWND WHT PAPER LRG-	01	F	6	12.578	75.47	Y
		SUBTOTAL					434.99	
		SERVICE CHARGE					11.45	Y
		SUBTOTAL					446.44	
		SALES TAX					26.42	
		TOTAL USD					472.86	

ENVIRO-MASTER UNIVERSITY

Day #5- Sample invoices

REMIT PAYMENT TO:
CINTAS CORP
P.O. BOX 650838
DALLAS, TX 75265-0838

VIEW & PAY YOUR BILLS ONLINE:
WWW.CINTAS.COM/MYACCOUNT

CUSTOMER SVC/BILLING 800-654-7210
CINTAS FAX # 425-349-2298

INVOICE

SHIP TO:

BILL TO:

INVOICE #	4178438073
INVOICE DATE	12/28/2023
SERVICE TICKET #	4178438073
SOLD TO #	17664078
PAYER #	17664078
PAYMENT TERMS	NET 10 EOM
SORT #	04600001806
CINTAS ROUTE	69 / DAY 3 / STOP 002

EMP#/LOCK#	MATERIAL	DESCRIPTION	FREQ	EXCH	QTY	UNIT PRICE	LINE TOTAL	TAX
	X10192	4X6 XTRAC MAT ONYX	04	F	1	40.328	40.33	Y
	X10202	3X10 XTRAC MAT ONYX	02	F	1	25.155	25.16	Y
	X27000	SIG ZFOLD DSP ALU-	02	F	4	0.000	0.00	N
	X27004	SIG ZFOLD CVR STGRY-	02	F	4	0.000	0.00	N
	X27012	SIG ZFOLD RFL PAPER/CS-	04	F	1	35.975	35.98	Y
	X27045	SIG AUTOSOAP DSP ALU-	02	F	4	0.000	0.00	N
	X27049	SIG AUTOSOAP CVR GRY-	02	F	4	0.000	0.00	N
	X27071	SIG DUALTP DSP ALU-	02	F	3	0.000	0.00	N
	X27075	SIG DUALTP CVR STGRY-	02	F	3	0.000	0.00	N
	X27083	SIG DUALTP RFL PAPER/CS-	04	F	1	24.364	24.36	Y
	X5806	SIG GERMX AUT CVR-	02	F	4	0.000	0.00	N
	X5807	GERMX MAN SOAP DSP-	02	F	4	0.000	0.00	N
	X8071	SIG SANT ALC FM RFL-	04	F	4	0.000	0.00	N
	X8072	SIG SANT SVC	02	F	4	11.563	46.25	Y
	X84335	3X5 BLACK MAT	04	F	2	28.258	56.52	Y
	X9312	1000 MOISTURE SP SVC	02	F	4	10.837	43.35	Y
	X9313	1000 MOISTURE SOAP REFILL-	04	F	1	0.000	0.00	N
		SUBTOTAL					271.95	
		SERVICE CHARGE					15.54	Y
		SUBTOTAL					287.49	
		SALES TAX					29.47	
		TOTAL USD					316.96	

Day #5- Sample invoices

MYRTLE BEACH, SC 29572

QTY.	ITEM	DESCRIPTION OF SERVICE	RATE	AMOUNT	TAX	TOTAL
8	194312	DISPN(EA) MAN FOAMSOAP 1250 ML	0.0000	0.00	0.00	0.00
	198000	5161 LUXURY FOAM WASH 1250 ML	0.0000	0.00	0.00	0.00
	19BI00	1GAL/2LITER-SANITIZR(GENERIC)E	0.0000	0.00	0.00	0.00
1	538912	MAT 4X6 SCRAPER	3.4400	3.44	0.28	3.72
	622107	2PLY MINI TWIN TT(EACH)ROLL #4	0.0000	0.00	0.00	0.00
	623007	WHITE HAND TOWEL(EACH)ROLL #89	0.0000	0.00	0.00	0.00
~~40~~ 20	704612	APR-SPUNPOLY BIB NOPKT-BILL LI	0.2200 .18	8.80	0.71	9.51
	704612	APR-SPUNPOLY BIB NOPKT-BILL LI - Automatic Replacement	1.2302	3.69	0.29	3.98
1	76GB12	MAT-4X6 GREAT IMP 2.0	5.0000	5.00	0.40	5.40
4	811602	WET MOP LARGE WITH RED BAND 24	1.7200	6.88	0.55	7.43
~~100~~ 75	858107	TERRY CLOTHS-U1ST BAGGED	0.2037 .15	32.59	2.60	35.19
	858107	TERRY CLOTHS-U1ST BAGGED - Automatic Replacement	1.0799 .65	10.80	0.87	11.67
	88UH00	UNIFIRST FOAM SOAP 1000ML	0.0000	0.00	0.00	0.00
	8929BZ	TRASH CAN LINER 33X39 250/CS	0.0000	0.00	0.00	0.00
	896712	TRASH CAN LINER 38X58 100/CS L	0.0000	0.00	0.00	0.00
	99DV12	GLV-(EA)PF NITRIL 100/BX XLG B	0.0000	0.00	0.00	0.00
	99J3BZ	GLOVES-PF VINYL SML 100/BOX	0.0000	0.00	0.00	0.00
	99J6BZ	GLOVE-(EACH)PF VINYL XLG 100/B	0.0000	0.00	0.00	0.00
12	622107	2PLY MINI TWIN TT(EACH)ROLL #4 7.00/42	6.0000	72.00	5.76	77.76
6	623007	WHITE HAND TOWEL(EACH)ROLL #89 7.00/42	13.7100	82.26	6.58	88.84
	EEFX	DEFE Charge Fixed	12.0000	12.00	0.96	12.96
	ENER	Energy Surcharge	3.0000	3.00	0.24	3.24
2		Material Maintenance Protection (MMP)		0.51	0.04	0.55
				240.97	19.28	260.25
		Invoice Total				260.25
		Total Amount Due By 01/08/2023				

Signature Date:

1740066684

Day #5- Sample invoices

aramark

INVOICE

CUSTOMER SERVICE (800) 272-6275

Deliver To ➤ BOYS AND GIRLS CLUB OF FT WAYN
2609 FAIRFIELD AVENUE
FT WAYNE, IN 46807

(260) 744-0998

ROUTE	STOP	TERMS	GARMENT ID
438	20	2	
A/R INV	**SERVICE DAY**		**PREVIOUS BALANCE**
0	....W..		471456

CUSTOMER 6422151
INVOICE 001748463288
DATE 07/10/19
PAGE 1 of 1

0 - 30 DAYS	30 - 60 DAYS	OVER 60 DAYS
471456	00	00

SERVICE	WEARER# L/R	ITEM DESCRIPTION / NAME	INVENTORY	DELIVERY QUANTITY	BILL QUANTITY	RATE	TOTAL CHARGE	ADDT'L AMOUNT	CREDIT AMOUNT	ADJ CODE	LINE NO	TRN CODE	REPLACE RATE	INV AD	% OF INV
WKLY		APRON_SPUN_NO_PKT BLAK X	50		25*	20	500				16		460		50%
		INVENTORY MAINTENANCE			1	460	460					23			
		Restroom Service					54447		-396.15						
		First Aid Supply		4			5996								
WKLY		AC_MOP_FRAME MOP BLAK 42	5		5*	001	01				25		1500		100%
WKLY		AC_MOP_FRAME MOP BLAK 30	5		5*	001	01				26		1050		100%
WKLY		DUST_MOP_HANDLE BLAK X	10		10*	001	01				27		1438		100%
WKLY		MAT_ HORZ 3X10	4		2	650	1300				1		24000		50%
WKLY		MAT_ HORZ 4X6	8		4	525	2100				2		19000		50%
WKLY		ARAMARK_DYNAMAT BLAK 3X5	2		2*	200	400				19		14000		100%
WKLY		SPLASH_STDY_STEP BLAK 3X5	1		1*	200	200				20		14000		100%
WKLY		MAT_STEADY_STEP BLAK 4X6	4		2*	525	1050				22		19000		50%
WKLY		MAT_STEADY_STEP BLAK 3X10	6		3*	650	1950				23		24000		50%
WKLY		SCRAPER_MAT BLAK 3X5	4		2*	200	400				24		6700		50%
WKLY		WET_MOP_NYLON GREN LGER	20		10*	150	1500				21		900		50%
WKLY		MOP_SYNTHETIC_BLN YELO 42	20		10*	70	700				28		1500		50%
WKLY		MOP_SYNTHETIC_BLN BLUE 30	20		10*	50	500				29		1050		50%
WKLY		BAR_MOP_RIBBED WHIT X	200		100*	08	800				17		90		50%
		INVENTORY MAINTENANCE			8	90	720					23			
WKLY		GLASS_TOWEL WRDS X	20		10*	08	80				18		90		50%
		INVENTORY MAINTENANCE			1	90	90					23			
WKLY		MAT_NYLON/RUBBER DKGY 3X4	2		1	150	150				56		4776		
		SERVICE_CHARGE			1	3667	3667		-19.80		975				5.00%

Delivery received by: Louis
Louise Musagades
Signature from handheld acknowledging delivery/service
Visit us at www.ARAMARK-Uniform.com
*Minimum bill quantity

AMOUNT DUE ➤	77013	-415.95	00 ◄ **TOTAL ADJUSTMENT**
FINAL INVOICE		$354.18 ~~77013~~	◄ **ADJUSTED AMOUNT DUE**

TERMS: NET 10 DAYS
NOT A REMITTANCE
PLEASE INCLUDE INVOICE NUMBER WITH CHECK

Payable To ➤ AUCA CHICAGO LOCKBOX
25259 NETWORK PLACE
CHICAGO, IL 60673-1252

CUSTOMER NAME BOYS AND GIRLS CLUB OF FT
CUSTOMER / MASTER 6422151 /
INVOICE 07/10/19 001748463288

FOR ARAMARK ROUTE USE ONLY	
CASH OR CHECK NUMBER	NET AMOUNT
	00

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #2

END OF WEEK #2

ENVIRO-MASTER SALES BOOTCAMP

EMU
ENVIRO-MASTER UNIVERSITY

Week #2: Retrospective

Planning for the week ahead:

After completing your week of Enviro-Master Sales Bootcamp, you should now have a strong foundation in our sales process—cold calling, presenting effectively, building relationships, following up, and closing deals. Now, it's time to put that knowledge into action. You're almost ready to start pulling doors!

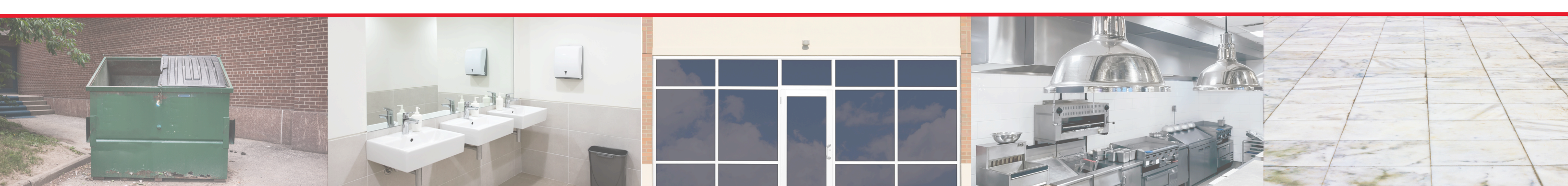
Every Door, Every Floor:

The next step is to **plan out your territory for the coming week**. Don't start mapping out every single cold call—focus on the areas you'll target. Once you're in the field, whether alone or with a sales leader, **commit to pulling every door that you can**.

Stay curious by asking the right questions, and don't pre-qualify or disqualify a prospect before walking in. It's easy to let notes from a previous salesperson influence your approach, but don't let past objections keep you from creating a fresh opportunity. Avoid overthinking—**just pull the door, engage in conversation, identify the decision-maker, and work towards presenting a solution.** If you can't present that day, build enough value to secure a follow-up meeting.

Then, **move to the next door and do it again!**

The more doors you pull, the better you'll become. Make it your goal to cold call as much as possible in your first weeks—this will help you quickly build a pipeline and fill your calendar with meetings for the following weeks. Momentum is everything. **Start strong, stay consistent, and success will follow.**



Week #2: Goal setting

Setting the pace for success:

Your first goal as a new salesperson at Enviro-Master should be to hit your weekly quota—the faster you accomplish this, the stronger your foundation will be for long-term success. The **minimum expectation** for salespeople in the system is to sell an **average of $150 per week with two new rooftops (new customers).**

<u>**We know that, on average, a new salesperson needs to:**</u>

- Make **30 cold calls per day** to generate **10-15 new opportunities** per week
  - Out of those 10-15 opportunities, **2 of them should close**
    - For new salespeople (under 90 days), the average deal size is **$75+**
      - For **experienced salespeople**, the average deal size increases to **$100+ per deal**

***This happens when you bundle more!

Building the Right Habits

Tracking your performance—especially in your first 90 days—can help keep you focused on your goals. Even if you have pre-scheduled meetings or Inside Sales appointments, it's essential that you still cold call at least 30 businesses per day.

In fact, as a new salesperson, you may want to cold call even more. **Doing so will help you:**

- Build your pipeline faster
- Close deals quicker
- Sharpen your skills and gain confidence—making each cold call more impactful
- Treat each call like an experiment. **Practice and learn!**

Tracking your progress:

As a new salesperson, using tools like the **Weekly Activity Report (W.A.R.) Document** and the **Activity Tracker** will help you **stay focused and accountable**.

The Activity Tracker, in particular, is especially valuable in your **first 90 days**. It helps you see if you're putting in the necessary activity to **build a strong pipeline** and start closing deals. A sample Activity Tracker is included at the end of this chapter (and can be found on **EMU**) that you can use to get this process started. Use these tools, track your progress, and share them with your Franchisee or your sales coach.

By consistently tracking your progress, you'll keep your goals in front, make adjustments where needed, and ultimately, set yourself up for long-term success at Enviro-Master. Do your best to **quiet the noise and focus on the goal!**

Weekly Activity Tracker

Weekly Sales Activity Tracker

Week Start Date	

	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	6:00-after	Total Calls	Presentations	Sales	QC's
Monday															
Tuesday															
Wednesday															
Thursday															
Friday															
Saturday															
	Call = I		Presentation = ○		Sale = ●						Totals:				
											Percentages:				
											Ytd Total:				

Number of Deals Closed:		Weekly goal **$150**
Total Weekly Service $'s:		

***You can find this file downloadable in EMU Resources

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #3

WEEK #3

YOUR 1ST WEEK IN THE FIELD

ENVIRO-MASTER UNIVERSITY

Week #3- In the field!

Hitting the Field with Your Sales Trainer

It's time to hit the ground running! This week, you'll be pulling doors, making cold calls, and putting everything you've learned into action—but you won't be alone. You'll have a sales trainer by your side, whether that's your franchisee, sales coach, or a salesperson from another market.

Your goal this week is simple: get in the mindset of pulling **30+ doors a day** and ask a lot of great questions. This is your chance to observe, practice, and refine your approach with real-time coaching.

What to Expect Each Day:

📅 **Day 1 (Monday):**

- Start with your Monday morning meeting, then hit the field right after.
- Your trainer will lead the day, making cold calls while you observe.
- Feel free to ask your trainer if you can try a few calls, but they will take the lead.

📅 **Day 2:**

- Your trainer will lead the first half of the day while you continue observing and learning.
- By the second half of the day, you'll start making calls, with your trainer jumping in to correct any missed verbiage or vernacular.

📅 **Day 3:**

- Now it's your turn to lead the entire day, with your trainer in tow.
- They may let you go into some businesses on your own, then report back on how the call went.

📅 **Day 4:**

- This day will follow a similar pattern to Day 3.
- If your trainer feels you're ready, they may leave in the afternoon, giving you full independence.

📅 **Day 5 (Friday):**

- If your trainer feels you need additional help, they may stay with you a little longer.
- If they leave, they'll still be available by phone to support you.

By the end of the week, you'll have built confidence, gained real-world experience, and started filling your pipeline. Utilize the tools in this workbook and on EMU (**W.A.R. Document, Activity Tracker, etc.**) to help track your progress. Now, it's time to go all in and start closing deals!

Day #1- With your sales trainer

Observing & crafting your own selling style

Every salesperson, including your trainer, has their own unique selling style—but the goal is always the same: **to close the deal.** You may notice differences between how your trainer introduces themselves versus what you learned in Bootcamp. That's okay! The observation period is about **absorbing different techniques** so you can start shaping your own approach.

Some salespeople are more direct, while others rely on relationship-building. Some ask questions differently, and some handle objections with humor while others stay straight to the point. Your job today is to watch, listen, and start figuring out what feels natural to you.

Where to Focus Your Attention:

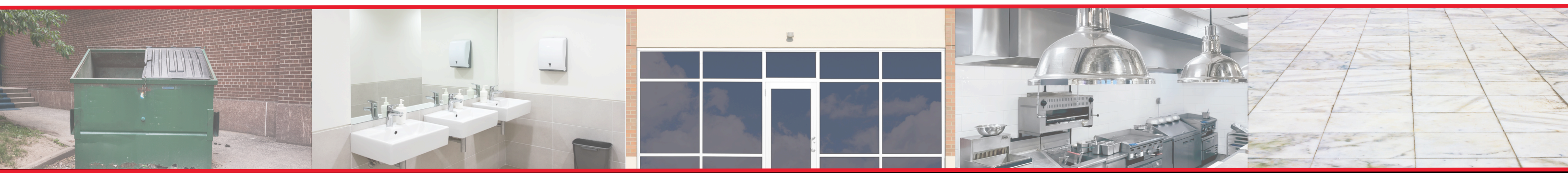
- **Introduction Style** – How does your trainer introduce themselves? What's their opening line?
- **Building Strategic Rapport** – How do they connect with potential customers? Business related questions, humor, credibility?
- **Questioning Technique** – What questions do they ask to uncover pain points?
- **Handling Objections** – How do they respond to hesitation? What phrases or tactics do they use?
- **Closing Strategy** – At what point do they push for a decision?
- **Intentional follow-up** – How do they gain a commitment for the next meeting?

Takeaways from Day 1

At the end of the day, take a few minutes to reflect:

1. What introduction style felt the most natural to you?
2. What's one technique your trainer used that you want to try tomorrow?
3. Did you notice any patterns in how customers reacted?
4. What's one question your trainer asked that got the best response?

Tomorrow, you'll start getting more involved. Use today as a foundation to build your confidence and refine your approach.



Day #2- Jumping in!

Finding your rhythm

Now that you've spent a full day observing your trainer, it's time to start stepping in. Day 2 is about building confidence, testing what you've learned, and getting comfortable with real-world conversations. Did you notice your trainer didn't sell every business you cold called? That's why you need to cold call all the time!

Your trainer will still take the lead for the first half of the day, but they will start handing calls over to you in the second half. This is your chance to start shaping your own selling style while still having the safety net of an experienced salesperson by your side.

Where to Focus Your Attention

- **Trying Out Introductions** – Use what you observed yesterday and start testing different ways to introduce yourself.
- **Asking Stronger Questions** – Pay attention to the prospect's responses and tweak your approach based on their reactions.
- **Handling Objections in the Moment** – Don't be afraid to take the lead when a prospect pushes back. Your trainer will be there to step in if needed.
- **Pacing Yourself** – Stay mindful of your energy levels throughout the day. Selling is a marathon, not a sprint.

Tips for Maximizing Day 2

1. **Ask for feedback.** What worked? What could have been better?
2. **Take notes.** Write down key objections you hear and how your trainer responds.
3. **Stay flexible.** Every prospect is different, so adjust your approach based on the conversation.
4. **Be confident.** You don't need to be perfect—just take action and learn from each interaction.
5. **Don't be afraid** to say you don't know something. You can build trust by being honest with prospects and you can always use an unanswered question as a way to gain an additional meeting.

Takeaways from Day 2

Before the day wraps up, reflect on:

- What introduction felt the most natural to you?
- Which objection was the toughest to handle, and how did your trainer help?
- What's one thing you did today that you felt good about?
- What's one thing you want to improve on for tomorrow?

Tomorrow, you'll be leading the entire day. Use today to work through any nerves, **ask a ton of questions**, and get ready to take full control. **Don't be afraid to *fall on your face*, it's all part of the learning process!**

Day #3- Taking the lead

Continue working inside the net

Today is your day! You're stepping into the driver's seat and leading the entire day, with your trainer there as backup. You've observed, you've practiced, and now it's time to put it all together.

While your trainer will still be with you, they will take a step back and let you handle the full sales process—from introductions to handling objections, booking meetings, and even closing if the opportunity is there. If needed, they may jump in to provide coaching or course correction, but today is about building your independence.

Where to Focus Your Attention

- **Owning the Conversation** – Take charge of each interaction with confidence.
- **Refining Your Sales Flow** – Work on making your story smooth, natural, and authentic.
- **Reading the Prospect** – Pay attention to body language and verbal cues to adjust your approach.
- **Handling Pushback on Your Own** – Don't look to your trainer for immediate help—try handling objections first.

Tips for Maximizing Day 3

1. **Set the Tone Early.** Start the morning strong—your mindset will set the pace for the rest of the day.
2. **Stay in Control.** Don't let the customer lead the conversation—guide it toward the next steps.
3. **Ask for Real-Time Feedback.** Between calls, check in with your trainer on what's working and what needs tweaking.
4. **Be Bold.** Go into every door with the mindset that today could be the day you close your first deal.

Takeaways from Day 3

As you wrap up, reflect on:

- What part of the sales process do you feel most comfortable with?
- What part of the conversation do you struggle with the most?
- What objections came up frequently, and how did you handle them?
- Did you feel in control of your conversations? If not, what can you adjust?

Tomorrow, you'll continue leading the day, but your trainer may start stepping away and letting you go into businesses solo. Use today as a proving ground—by the end of the week, you should feel ready to sell on your own!

Day #4- Gaining independence

Practice working without a net

By now, you've had plenty of hands-on experience, and today is about proving you can run the sales process on your own. Your trainer will still be there, but they may start stepping back and letting you go into businesses solo. This is your chance to show that you can confidently pull doors, start conversations, build value, and set up meetings without needing constant guidance.

Where to Focus Your Attention

- **Running Your Own Day** – You should be managing your schedule, planning your day, and executing without hesitation.
- **Building Momentum** – Stringing together great cold calls and stacking wins throughout the day.
- **Handling Objections with Confidence** – If you're getting the same pushback, refine your responses and adjust your approach. **Continue to ask questions!**
- **Finding Opportunities to Close** – If a prospect is showing strong interest, push for the close!

How Day 4 Typically Looks

- **Morning** – You start the day running the show, leading every cold call and follow-up meeting. Your trainer may still join you inside but will let you take full control.
- **Midday** – You may be asked to go into businesses alone and report back on how the calls went.
- **Afternoon** – If your trainer feels you're ready, they may start pulling back even more or leave early.

Tips for Maximizing Day 4

1. **Own Your Confidence.** Even if you don't feel 100% ready, act as if you are—confidence sells!
2. **Be Proactive.** If a cold call goes well, push for a meeting or a demo. **Don't leave things open-ended.**
3. **Adjust on the Fly.** If something isn't working, tweak your approach. Your trainer will still give feedback, but you should be self-correcting.
4. **Keep Up the Pace.** Don't slow down just because the trainer isn't leading—stick to the 30+ doors per day goal.

Takeaways from Day 4

At the end of the day, reflect on:

- Did you feel more comfortable leading today than on Day 3?
- Were you able to generate new opportunities on your own?
- What feedback did your trainer give you today?
- Are you consistently pushing past surface-level objections?

Tomorrow is your final day of in-field training, and it's all about proving you're ready to sell solo. If your trainer sticks around, it means they think you need a bit more fine-tuning—if they leave, they're confident you can handle things on your own. Either way, the goal is to be as independent as possible by the end of the day!

Day #5- Proving you're ready

Working without a net

Today marks the final day of your first week in the field with a trainer. By now, you should be running your own day, pulling doors confidently, and handling objections with ease. This is your chance to prove that you can execute the sales process independently and hit the ground running next week.

How Day 5 Typically Looks

- **Morning** – You're fully in charge. Your trainer may check in, but you should be running your schedule, making cold calls, and setting meetings on your own.
- **Midday** – If your trainer is still with you, they will observe and offer final feedback. If they feel confident in your ability, they may head out early, leaving you to finish the day solo.
- **Afternoon** – Whether the trainer is present or not, this is your time to prove you can work efficiently and stay on task. If your trainer is gone, be sure to check in with them to update your progress.

What to Focus on Today

- **Executing the Full Sales Process** – You should be able to cold call, engage with decision-makers, build value, and set meetings without hesitation.
- **Tracking Your Own Progress** – Keep track of how many doors you've pulled, what opportunities you've created, and what meetings you've scheduled.
- **Handling Objections Without Help** – If you get pushback, use what you've learned this week to overcome it and keep the conversation going.
- **Staying Accountable** – Even if your trainer leaves early, hold yourself to the same standard. Keep making calls, setting meetings, and following up.

The Final Trainer Check-In

If your trainer is still around by the afternoon, they may ask you:

- Do you feel ready to go out on your own next week?
- What areas do you still feel you need to work on?
- What has been your biggest takeaway from this week?
- How are you planning to structure your first full week on your own?

Be honest with your answers—this is your last chance to ask for guidance before you're fully independent.

Your Next Steps:

- **Plan for Next Week:** Use what you've learned this week to build out a solid territory plan. You should know which areas you're going to focus on and start filling your calendar.
- **Use Your W.A.R. Document and Activity Tracker:** Tracking your progress is key. Stay on top of your numbers so you can measure your growth and improvement.
- **Keep Up the Momentum:** Don't slow down just because the trainer isn't with you anymore. Keep pulling 30+ doors a day, setting meetings, and closing deals.

If you've taken full advantage of this week, you're now equipped with the skills, knowledge, and confidence to start winning on your own. Next week, the real fun begins—it's time to sell!

Weekly Activity Tracker

Weekly Sales Activity Tracker

Week Start Date:

	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	6:00-after	Total Calls	Presentations	Sales	QC's
Monday															
Tuesday															
Wednesday															
Thursday															
Friday															
Saturday															
	Call = I		Presentation = ○		Sale = ●						Totals:				
											Percentages:				
											Ytd Total:				

Number of Deals Closed:	
Total Weekly Service $'s:	

Weekly goal **$150**

***You can find this file downloadable in EMU Resources

ENVIRO-MASTER UNIVERSITY

Notes & take-a-ways

Notes & take-a-ways

ONBOARDING WEEK #3

END OF WEEK #3

YOUR 1ST WEEK IN THE FIELD

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Week #3- Retrospective

Your first week in the field:

Congratulations! You've just completed your first full week in the field with a trainer. This week was designed to give you a real-world look at the sales process, help you develop your personal selling style, and most importantly, get you comfortable with pulling doors, handling objections, and setting meetings.

Now, take a moment to reflect on everything you've learned.

What Went Well?

Think back on the highlights of the week:

- Did you feel more confident cold calling by the end of the week?
- Were you able to engage decision-makers and build value effectively?
- Did you start recognizing buying signals and closing opportunities?
- How many doors did you pull? How many opportunities did you create?

If you saw growth in these areas, you're on the right track!

What Needs Improvement?

No one becomes an expert overnight. Ask yourself:

Where did you struggle the most? Was it overcoming objections, setting follow-up meetings, or getting past gatekeepers?

Did you hesitate at any point? Were there moments where you second-guessed pulling a door or asking for the sale?

What worries do you have about leading the sales process on your own?

Given everything you've observed through this week of training, what would you say was your biggest takeaway(s)?

*****Work to self-identify any areas of opportunity where you may need help from your Franchisee or Sales Leader.**

Notes & take-a-ways

ONBOARDING WEEKS 4-6

WEEKS 4-6

GO LIVE

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Weeks #4-6

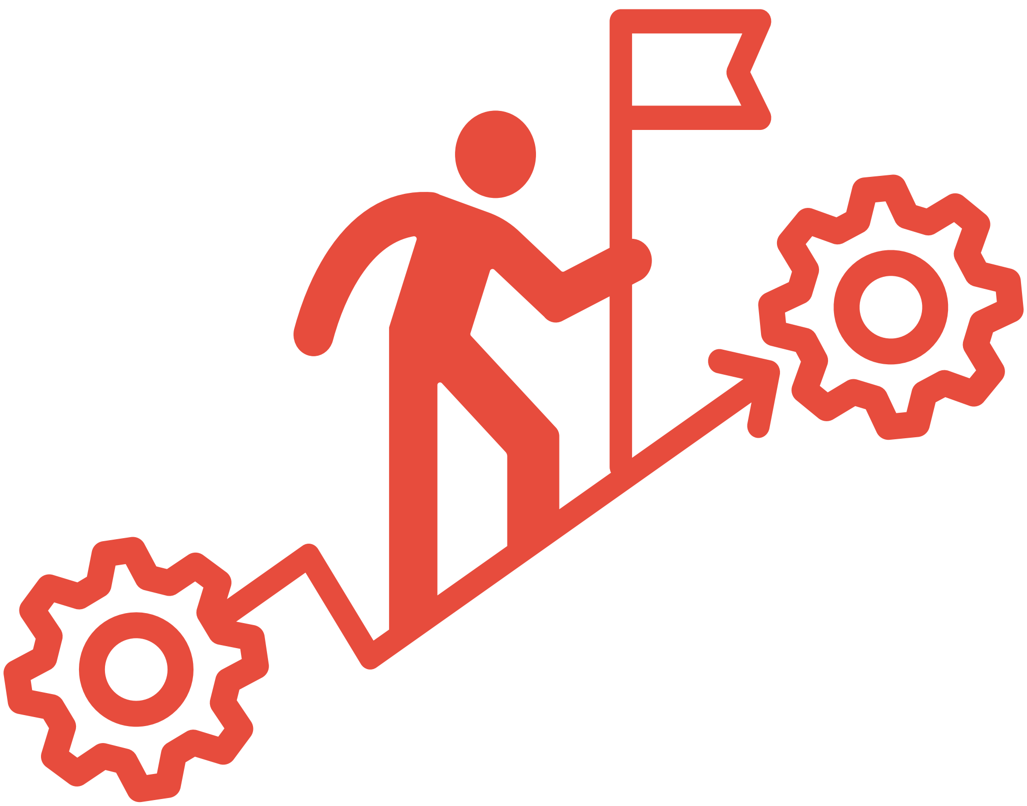
Going Live

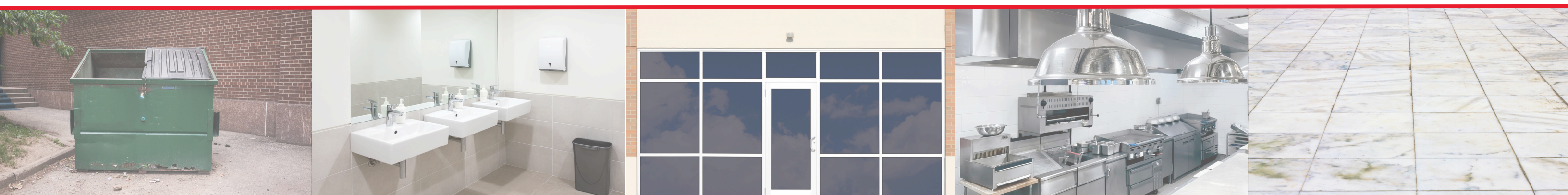
Welcome to the next phase of your onboarding journey—going live!

At this point, you've completed your initial training, spent time in the field with a sales trainer, and you'll start working independently in your territory. Now, it's time to take full **ownership** of your development and start building real momentum.

In this section, you'll find helpful insights, tools, and mindset strategies to keep you focused and productive in the field. One of the most valuable things you can do right now is review your notes, reflect on your lessons learned, and continue a high volume of cold calling. The more you revisit key concepts and keep practicing, the stronger and more confident you'll become when it's time to demonstrate your ability during certification.

Every cold call and every meeting is a chance to practice, improve, and move closer to becoming a Certified Territory Sales Executive. **Stay intentional**, **stay coachable**, and most of all—**keep putting in the reps**. The work you do now sets the tone for your future success. Let's finish strong!





Weeks #4-6

Staying Engaged and Building Momentum

Now that you've completed your initial training and had your first full week in the field, the real work begins. The next few weeks are all about sharpening your mindset, refining your sales skills, and **fully utilizing the resources available to you.**

This section will provide you with strategies to stay engaged, continue learning, and leverage the tools and support available to help you succeed. Sales is a process of continuous improvement, and the best salespeople are always learning, adapting, and pushing themselves to get better.

Embrace the Process & Learn from Every Door

It's natural to have some hesitations as you refine your sales process. Maybe a call didn't go as planned, or you stumbled through a presentation. That's okay—because the best part of sales is that every door is a fresh start. You get endless opportunities to improve, and each interaction is a chance to tweak your approach, test a new way of overcoming objections, and build your confidence. **Failure isn't final**—it's just part of the learning curve. What matters is that you take each experience, learn from it, and make the next call even better. Keep pushing yourself, **stay curious**, and trust that the more doors you pull, the stronger and more skilled you'll become.

Plan for Success: Setting Up Your Week

One of the most important habits you can develop in these next few weeks is ensuring that your schedule is pre-planned before your 1-on-1 with your Sales Coach or Franchisee. **Preparation is key** to staying productive and maximizing your time in the field.

Before each weekly meeting, fill out your **W.A.R. document** to map out your upcoming week. This includes:

- **Territory Planning**: Know exactly which part of your territory you're going to visit each day. Divide your area into manageable sections so you can stay focused and efficient.
- **Time for Prospecting**: Plan time to canvas for new opportunities while you're in those areas. Cold calling is still a vital part of your success, even as your pipeline grows.
- **Follow-Ups**: Schedule intentional follow-ups from the previous week. If you built value and set strong next steps, these follow-ups should move opportunities further down the pipeline.

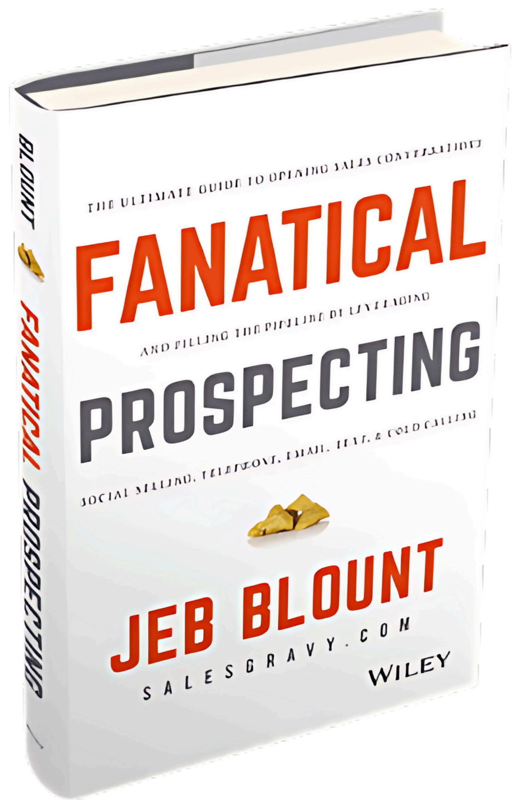
By planning your week in advance, you'll walk into your 1-on-1 with a clear game plan, allowing your Sales Coach or Franchisee to help you refine your strategy and hold you accountable for your goals. A well-structured week keeps you in control of your pipeline, your activity, and ultimately, your success.

Weeks #4-6

Quiet the noise and focus on the goal

In sales, distractions are everywhere. As a salesperson, you're making 150+ cold calls per week, introducing yourself to over 600 new people every month. That alone is a massive effort, but on top of that, there are always other things competing for your attention—service team issues, customer requests, unexpected roadblocks. It's easy to get pulled in different directions, but at the end of the day, your job is to sell.

This is where the phrase **"Quiet the noise and focus on the goal"** becomes critical. The only thing that truly matters is hitting your sales target. Your success is not just about you—it's about your franchise, your team, and **your family.** New business keeps the company growing, ensures technicians get incremental raises, and strengthens the foundation of your market.



In the book ***Fanatical Prospecting***, Jeb Blount emphasizes that salespeople fail not because they lack talent, but because they lack a full pipeline. He stresses the concept of **"The Universal Law of Need"**—the more you need a sale, the harder it is to get one. Why? Because **desperation clouds your judgment**, affects your confidence, and forces you to take shortcuts. The solution? Consistent, relentless prospecting.

That's why things like prioritizing **prospecting over admin** work is so important. If you let distractions take over, your pipeline dries up, and the momentum you've built slows down. When challenges arise—and they will—acknowledge them, but don't let them dictate your day. The most **successful salespeople protect their prospecting time at all costs**. They don't let emails, service issues, or operational headaches steal their focus from what truly drives results: pulling doors, setting meetings, and closing deals.

Jeb Blount talks about **"The 30-Day Rule"** in *Fanatical Prospecting*, which states that the prospecting you do in this 30-day period will pay off over the next 90 days. If you stop prospecting today because you're distracted by other tasks, you may not feel the effects immediately—but in 30, 60, or 90 days, you will. Sales is a momentum game, and the only way to stay ahead is to stay consistent. The **good news** at Enviro-Master is that because our sales cycle is shorter than most, you can make a quicker impact on bouncing back, however, the same rule still applies.

The best salespeople aren't the ones who avoid distractions; they're the ones who **control them**. Keep your eyes on the goal, trust the process, and never stop feeding your pipeline. Everything else will fall into place.

Weeks #4-6

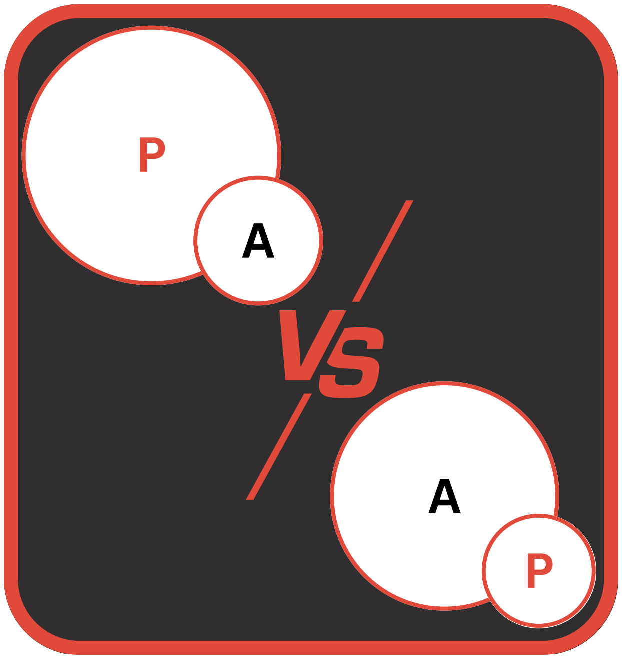
Prospecting vs. admin: Being violently protective of your time!

As a salesperson, your success is determined by how much time you spend actively generating new business. While administrative tasks are necessary, they should never take priority over prospecting. Your number one focus every day should be getting in front of potential customers and creating new opportunities.

Prospecting Comes First

Every minute spent prospecting is a step closer to closing deals and growing your pipeline. The most successful salespeople understand that their day should be built around prospecting, not admin work. If you spend too much time in your day answering emails, filling out reports, or organizing your CRM, you risk losing the best hours for cold calling and engaging with prospects.

Instead, structure your day with prospecting first and admin second. Block out time in the morning to hit the field, make calls, and set up meetings. Admin work can be done very early in the morning or at the end of the day when decision-makers are less available.



Avoid the Trap of "Busy Work"

It's easy to fall into the trap of thinking you're being productive when you're just staying busy. Updating notes, worrying about ops, or tweaking presentations might feel like progress, but if it's not bringing in new business, it's not moving the needle. Sales is a numbers game, and the only way to win is to consistently work those numbers—pulling doors and following up with prospects.

Use Admin Time Wisely

That doesn't mean admin tasks aren't important. Updating your W.A.R. document, and following up on emails are all necessary to keep deals moving forward. But these tasks should be scheduled around your sales activity, **not in place of it**. A good rule of thumb is to handle admin work before or after prime prospecting hours—not during. It's also important to work with your franchisee and/or sales coach to define WHEN prime prospecting hours in your territory are.

Set Yourself Up for Success

To keep prospecting as your top priority:

- Plan your day in advance, ensuring prospecting is the first thing on your schedule.
- Keep a time block for admin that doesn't interfere with prime prospecting/selling hours.
- Set a goal for daily cold calls and meetings to hold yourself accountable.
- If you catch yourself stuck in admin work, refocus and get back to prospecting.

At the end of the day, sales is about activity, and the best way to ensure consistent results is to spend the majority of your time doing what drives revenue—talking to prospects, setting meetings, and closing deals. Keep your focus on what truly matters, and the results will follow.

Weeks #4-6

Pitching vs. Telling Your Story: Make It Memorable

People don't remember sales pitches—they remember stories. When you walk into a prospect's business, you have two choices: you can deliver a rehearsed pitch that they'll likely forget, or you can tell a compelling story that sticks with them.

As Maya Angelou famously said, **"At the end of the day, people won't remember what you said or did, they will remember how you made them feel."**

Your goal isn't just to explain what we do—it's to make your prospect feel something about why they need us. **This is a great way to build value and trust with your prospects.**

Find Your Story

Everyone has a reason why they believe in Enviro-Master's services. What was yours? Think back to the first time you saw what we do. What stood out to you? What made you think, "This really makes a difference"? That's the foundation of your story.

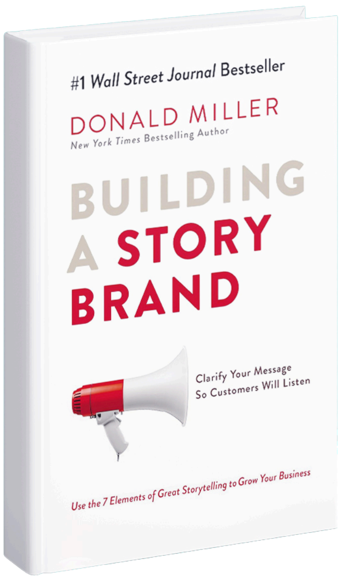
Make It Personal & Relatable

Instead of rattling off features and benefits, connect with your prospect's world:

- **Share a customer success story:** "I work with a restaurant just like yours, and before they brought us in, they were struggling with…"
- **Speak from experience:** "When I first saw how much bacteria lives on restroom surfaces, I was shocked. But what really stood out to me was…"
- **Paint a picture of the problem:** "Think about how many people use your restrooms daily. Now, imagine what's left behind if those surfaces aren't treated properly."

Craft & Refine Your Story: Hero vs. Guide

Your sales story should be authentic, engaging, and repeatable. Keep testing different ways to tell it until you find what resonates most. When you start connecting emotionally with your prospects, you'll find that selling isn't just about what you say—it's about how you make them feel.



In the book ***Building a Story Brand**,* Donald Miller introduces the **Hero vs. Guide** concept, which is a powerful way to reshape your sales approach. When crafting your sales story, use the **Hero vs. Guide** method to shape how you communicate with potential customers. Instead of making the presentation all about what you do or why you're great, **focus on how the customer**—the hero—can overcome their challenges with your help. Your story should highlight real experiences: What did you first think when you saw this service in action? How have other businesses benefited? Where have you seen it make a real difference? By sharing relatable, customer-centered stories, you position yourself as the trusted guide, helping the decision-maker see themselves in the story and envision the success they could achieve by working with you. This approach makes your message more engaging, memorable, and, most importantly, effective.

Weeks #4-6

Learn to count your wins!

Sales is a game of resilience. Every day, you put yourself out there—making cold calls, walking into businesses, and introducing yourself to strangers—knowing that **99% of the time, you're going to hear "no."** That kind of rejection can either toughen you up or break you down. The difference? **Your mindset.**

One of the most powerful things you can do as a salesperson is learn to count your wins. Not every success in sales is measured in closed deals.

Wins come in many forms:

- **You had a great call with a decision-maker.** Even if they didn't buy today, you made progress.
- **You got further in the sales process.** Maybe you booked a follow-up meeting, got an agreement in hand, or uncovered a real pain point.
- **You had a breakthrough moment.** You tried a new approach, handled an objection smoothly, or felt your confidence grow.
- **You stayed consistent.** You made your 30+ cold calls, walked into every door, and put in the effort—even on tough days.

Jeb Blount, in ***Fanatical Prospecting***, reminds us that sales is a numbers game—and those numbers don't just include closed deals. Every positive interaction, every new relationship built, and every step forward in your pipeline is part of the bigger picture.

If you only focus on the sales you don't close, you'll burn out fast. But if you **learn to recognize and celebrate the small wins**, you'll build momentum and stay motivated. That energy is what separates top performers from those who fizzle out.

At the end of each day, take a moment to reflect:

- What went well today?
- Where did I make progress?
- What did I learn?

Rejection is inevitable, but progress is a choice. Keep counting your wins, and the big ones will come.

Additional resources for your mindset & mentality:

On the EMU homepage, you'll find a series of Sales Shorts under the Sales Courses section. These quick, impactful videos are designed to help sharpen your mindset and reinforce key sales principles—perfect for areas like the ones covered on this page. Make it a habit to watch and apply these insights to continuously improve your approach.

Weeks #4-6

Building Strategic Rapport

Strategic Rapport isn't just about small talk—it's about asking **purposeful questions** that help you connect and gather valuable insight. The right question can give you a clearer picture of who you're speaking with, what they care about, and how to tailor your message effectively.

Below are some examples of smart rapport-building questions, along with the outcomes they help achieve:

"How long have you been with the company?"
Why it matters: This question helps you identify what kind of decision-maker you're speaking with.

- If they've been there a long time, they might take pride in the business and have strong influence or authority.
- If they're newer, they may still be shaping their role or trying to make an impact quickly.

"Have you always been in this position, or did you move up through the company?"
Why it matters: This gives insight into their level of buy-in and how invested they are in the facility.

- Someone who's moved up internally often has deep knowledge of the business and may be more protective of standards and budgets.

"What are some challenges you're currently working through when it comes to [cleanliness, staffing, customer experience, maintenance, etc.]?"
Why it matters: This can help you start identifying pain points without diving straight into a pitch.

- It helps shift the conversation toward solution-building while making the customer feel heard and understood.

"Have you always handled the cleaning/vendor side of things, or is this new for you?"
Why it matters: This gives you an idea of how comfortable they are with their current setup and how open they may be to change.

- A seasoned manager may be skeptical of change but appreciate efficiency.
- A newer manager might be more open to new partnerships if they're still learning the ropes.

"How has business been?"
Why it matters: This is a simple but powerful question that gives you insight into their current mindset, priorities, and financial outlook.

- If they say business is great, it may be a good time to position preventative solutions or upgrades.
- If they say it's been challenging, you can pivot to focus on cost-effective solutions, customer experience, or vendor consolidation.
- Either way, it opens the door to a more natural conversation about how Enviro-Master can support their goals during a growth phase or help ease pain during a slower period.

Asking thoughtful, strategic questions as you're walking to the restroom is all part of **discovery**. Building strategic rapport helps you find pain and keeps you a more **interested**, inquisitive salesperson. The best salespeople don't just talk well—**they listen with purpose**.

Weeks #4-6

Working with Inside Sales

Our Inside Sales Department is here to support your success by providing warm leads—potential customers who have already shown some level of interest. These leads are set up by inside sales callers with the goal of connecting you with decision-makers or key influencers who can help move the deal forward. Working effectively with Inside Sales works best with strong communication, accountability, and a mindset that sees them as **partners** in your success.

Work to Build a Strong Partnership

Inside Sales is an extension of your sales process. The more you communicate and build a relationship with them, the stronger your results will be. Keep in mind that their only insight into your territory comes from your feedback and updates. If a lead doesn't go in the intended direction, let your caller and the Inside Sales Director know why. Was it the wrong person? The wrong timing? Knowing this information allows them to refine their approach and provide better leads in the future. The Inside Sales Director has the ability to dig in and pull the call to verify quality.

Getting Set Up for Success

<u>**To start working with Inside Sales:**</u>

- Work with your franchisee to schedule a call with the Inside Sales Director.
- Make sure they know your territory and target industries so they can generate the right leads.
- Establish a regular check-in to discuss lead quality, feedback, and strategy.

YOU Control Your Territory

Inside Sales is a powerful tool, but remember—**you** dictate where you go, not the other way around. You should be using Inside Sales leads to complement your territory plan, not dictate it. Be strategic in how you incorporate them into your weekly schedule, ensuring they align with your overall sales approach. It's important to share your territory plan (schedule, W.A.R. Doc, etc.) with your caller(s) to ensure they're booking appointments in the right quadrant of your territory. **Windshield time kills progress!**

<u>Inside Sales is NOT a Replacement for Cold Calling</u>

While warm leads are valuable, they don't replace cold calling. Your ability to build a strong pipeline still depends on your own prospecting efforts. The best salespeople use Inside Sales leads as an added tool, not as a crutch. Keep your cold calling consistent and use Inside Sales leads to supplement your activity, not substitute it. Use appointments as anchors and cold call the businesses around the area. This will lead to better efficiencies and better route density.

By treating Inside Sales as a true partnership, maintaining clear communication, and keeping ownership of your territory, you'll get the most out of this valuable resource while still building the pipeline you need for long-term success.

For additional information about Inside Sales, please email us at emu@enviro-master.com.

Weeks #4-6

Asking for referrals

One of the most powerful tools in your sales toolbox isn't a script or a product—it's your happy customers. A satisfied customer not only **validates** the value of our services, but they can also become a source of **referrals** and online visibility that **drive future business.**

The best time to capture both a referral and a 5-star Google Review is right after the **initial install**. At that moment, the customer is typically seeing immediate value, excited about their cleaner space, and feeling confident in their decision to partner with Enviro-Master. **Capitalize on that momentum.** Ask them, "Do you know of 3-5 other businesses that could benefit from what we're doing for you?" **Always ask for more than 1!** A simple ask can lead to a warm introduction or new opportunity.

When it comes to Google Reviews, timing and content matter. Not only do reviews help build credibility with future prospects, but they also enhance your franchise's local SEO (search engine optimization)—which means more visibility online, more **inbound leads**, and **more closed business**.

<u>Best Practices for Google Reviews</u>

To maximize the impact of a review, follow these tips:

- **Ask when the customer is most satisfied**—right after a successful install or service visit.
- **Make it easy and intentional**—offer to text or email them the link directly or use the QR code card your Franchisee should have access to. **Have them do it in front of you.**
- **Encourage specifics**—ask the customer to mention the service they received (e.g., "Enviro-Master's Restroom Hygiene Service made a huge difference at our restaurant")
- **Personalize the ask**—thank them for their time and explain how much a review helps support your local business and service team.

When a review includes the specific service name, it helps Google's web crawlers connect your business with relevant search terms—boosting your rankings and increasing the chance that new prospects will find you when searching for commercial cleaning services in your area.

Referrals and reviews are compounding tools—they build your reputation, extend your reach, and make it easier to close new deals. Make it part of your regular process, and over time, you'll create a steady flow of opportunity without even having to knock on the door.

Weeks #4-6

Maximizing the Value of Your QCs

If you're a Salesperson that doesn't have a **Customer Success Manager in your market, QCs can play a vital role in your success.

Quality Checks (QCs) are far more than just a service check-in—they're one of your **most strategic tools** as a salesperson. When scheduled and executed effectively, QCs can strengthen relationships, uncover new opportunities, and help you grow your territory.

To get the most out of your QCs, it's critical to **schedule them intentionally**. Rather than dropping in at random times, set aside 1–2 dedicated **call blocks** per week for QCs, and be sure to schedule them when a **decision maker will be on site**. This ensures that your time is spent with someone who can take action, whether that's providing feedback, gaining referrals, obtaining a Google review, or approving additional products and services.

When you're face-to-face with the decision maker, use the QC as a springboard for a **business conversation**—not just a service check.

- Ask about the **quality** of the work being done
- Use it as an opportunity to **gain referrals**
- **Request a Google review** when the feedback is positive
- Talk about **upsell opportunities** that align with what you're seeing in their facility

Tools like the 4-What's framework are especially helpful during these visits. If you notice buildup on the tile, outdated dispensers, or recurring odor issues, walk them through:

1. **What you found**
2. **What issue it causes**
3. **What your solution is**
4. **What the benefit will be**

Use those observations to transition the conversation toward new services in your market, like **Re-Fresh Power Washing**, or to discuss common pain points in similar businesses. Whether it's safety, cleanliness, customer experience, or maintenance, always take the customer to where we can help and show them the impact Enviro-Master can make beyond what they're already receiving.

By planning your QCs with purpose, you're not just checking a box—you're building trust, expanding your footprint, and positioning yourself as a true business partner.

Weeks #4-6

Visual Proof: Before/After Photos

Referrals and Google Reviews are powerful ways to grow your customer base—but there's another highly effective, often underused tool that can take your sales game to the next level: **before-and-after photos.**

As a salesperson, you should get in the habit of taking before-and-after photos at **every install**. These visuals not only show the immediate value of our services, they help build a compelling case when you're talking to new prospects. It's one thing to describe the difference we make—it's another to **show it**. A powerful "after" photo speaks volumes and creates instant credibility while telling **your story.**

But these photos aren't just for new sales. Over time, even the best customers can get used to the **status quo** and forget what their facility looked like before Enviro-Master came in. When they start questioning the value of the service or hinting at canceling, showing them the "before" photos can be a powerful reminder of just how far their facility has come—and why they should continue the partnership.

To make this process effective, you and your franchisee should establish a **shared drive** (Google Drive, Dropbox, OneDrive, etc.) to store and organize these photos. Each folder should be labeled by customer name and include a brief note about the service performed and the date. This creates a growing library of visual testimonials that your entire team can access—whether for sales presentations, **retention conversations**, or marketing use.

Pair these photos with a well-timed **Google Review request**, and you're not just asking for a favor—you're showing the customer the value they've received and why their story is worth sharing. From there, don't hesitate to ask for a referral. A satisfied customer, armed with visible results, is much more likely to send someone your way.

<u>**In order for this to be effective, you must:**</u>

- Take **high quality** photos with ample lighting
- Capture the **same angles** for both the before & after photos
- Have a good process for storage and cataloging
- **Stay consistent!**

Weeks #4-6

Recurring Revenue vs. One Time Revenue

While one-time services like Re-Fresh Power Washing are valuable and can be a great way to get your foot in the door, the real strength of the Enviro-Master sales model lies in recurring revenue. Our business is built on long-term service relationships that generate consistent income for your franchise—and that starts with **selling our core recurring services**.

It's easy to get excited when you close a big one-time Re-Fresh job. But unless that service turns into a recurring opportunity (which should be the ultimate goal), it's a single payday with no ongoing value. That's why Re-Fresh should be viewed as a **strategic entry point** or a **bundled service**—a way to demonstrate value, build trust, and open the door to conversations about ongoing services like Restroom Hygiene with Scrubs.

The good news? With the range of products and services we offer, almost every business has an **ongoing pain point** we can solve. Whether it's hygiene, odor, cleanliness, compliance, or image, there's typically a strong reason to introduce **recurring solutions** that provide value **week after week.**

As a Salesperson, your mindset should always be focused on building a book of recurring business. That's what creates **predictable revenue**, strengthens customer relationships, ensures raises for our Technicians, and fuels the **long-term growth** of your territory and your franchise. Use one-time services when needed—but **always sell with a recurring goal in mind.**

One way to think about it is with dollars: While a $2000.00 one-time Re-Fresh job might seem like a deal, break it down to translate to your weekly quota and commission.

DO THE MATH:

$2000.00 ÷ 52= $38.46 in weekly revenue

Certification

The Final Assessment

As part of the onboarding journey at Enviro-Master, your final step toward becoming a Certified Enviro-Master Salesperson is completing a roleplay assessment with a member of the **Enviro-Master Corporate Sales Support Team**. Once you've completed Sales Bootcamp, someone from the team will reach out to schedule this **important 1-on-1 session**.

This certification roleplay is more than just a formality—it's our way of ensuring that you're equipped with the skills, tools, and confidence needed to succeed in the field. It allows you to demonstrate your ability to control a cold call, present with purpose, handle objections, and **close business** using the proven strategies outlined throughout this onboarding guide.

Think of it as your opportunity to bring everything together—from **prospecting and storytelling** to building value and creating momentum. When you complete this process, you'll not only be certified—you'll be fully prepared to grow your territory and make a lasting impact at Enviro-Master.

What to Expect During the Final Assessment:

This 1-hour session will include a mix of roleplay and business review, including:

- A cold call scenario to evaluate your ability to open the conversation and advance the sale
- A follow-up appointment scenario to assess your presentation skills, objection handling, and closing techniques
- A full pipeline review – have your **W.A.R. document** or CRM ready
- Review of deals sold to date and discussion of opportunity stages
- Identification of coaching opportunities to **support your growth**
- Discussion of referrals, before/after photos, and Google review efforts, and how you're leveraging installs
- Territory planning and how you're executing your weekly schedule
- Q&A or open discussion around tools, resources, or roadblocks

This assessment is designed to be supportive—**our goal is to help you succeed**, **identify areas for growth, and celebrate your progress**. When completed, you'll officially be a Certified Enviro-Master Salesperson, ready to take your sales career at Enviro-Master to the next level.

****To review the qualifiers for certification, please review to page #8 in this Onboarding Guide**

Certification

Roleplaying Scenario:

It starts from the cold call:

Objective: Open a cold call, build rapport, uncover needs, and advance the sales process.

Scenario: You're walking into a local fast-casual restaurant during mid-morning hours—just after the breakfast rush and before lunch. You don't have an appointment. Your goal is to introduce yourself, identify a pain point, and move the conversation forward.

The owner is on-site, but you'll first be greeted by a shift manager or gatekeeper. Your job is to **gain access to the decision-maker**, ask the right questions, control the conversation, and get to the restroom for a walk-through.

What We're Evaluating:

- Confidence and professionalism in the introduction
- Rapport-building and how they control the conversation
- Use of strategic questions to uncover pain points
- Ability to earn time or interest from the decision-maker
- Ability to control the conversation
- Transitioning to setting a follow-up meeting or presenting on the spot

Scenario expanded: The Follow-Up Meeting / Closing Appointment

The Corporate Sales Support team member will take the end of the cold call in 2 different directions:

1. Allowing you to close on the spot or
2. Challenging you to setup a follow-up meeting

In both of these scenarios, you'll need to work to ask great questions, find enough pain, and build enough strategic rapport to drive the decision-maker to a close.

Good luck!

Additional Resources

As a salesperson at Enviro-Master, you have access to valuable resources designed to enhance your sales strategies and deepen your understanding of our products and services. Whether you're looking for training materials, sales tools, or best practices, we're here to support you. If you need help locating these resources, please email us at EMU@Enviro-Master.com.

Learning Management System

Enviro-Master University (EMU) is one of the most important tools for our people in the field. EMU was designed to be the centralized hub of learning, information, and system-wide communication. Here, you can find things like **Sales courses, internal EM Podcasts, corporate accounts info, and shared documents.**

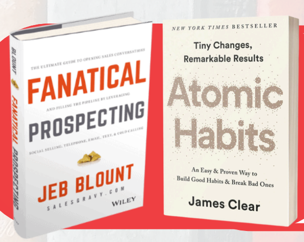
The Inside Sales Department

The inside sales department is one of the most effective ways that you can grow your business. In this way, we're truly winning and working together! Nearly 20% of our new deals come from inside sales leads. Inside sales provides you with qualified, warm leads to walk into, shortening the runway to close new business.

System-Wide Calls

System-Wide Communication

Enviro-Master holds multiple, *standing* calls such as the regional "What's Selling" call where we facilitate the field sharing best practices. We also host a monthly livestream event where we share sales strategies and wins. It's been proven that Salespeople that engage with these resources close more deals!



Continuous Self-Development

Reading books like *Fanatical Prospecting* and *Atomic Habits* can help you become a better salesperson by shaping your mindset, refining your approach, and reinforcing the importance of consistency. By continuously learning and adopting new perspectives, you can develop habits that drive long-term success and stay ahead in a competitive sales environment.

Marketing Resources

Enviro-Master has several marketing resources available to you in both **EMU** and your local digital campaign share drive. Where we also found the most success is with obtaining **consistent** Google reviews for your location. This helps drive *search engine optimization* which in turn provides you more leads

Sales Coaching Program

The Sales Coaching Program is available to all Salespeople and 'selling' Franchisees in the system. What this program provides is weekly accountability and support with on-demand sales strategies with a 1:1 Sales Coach. If you're looking for additional information on this program, email us at EMU@Enviro-Master.com.

Notes & take-a-ways

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