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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.



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:**



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?"



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?"



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 <u>make them look good</u> 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?

<u>Pivoting Based on Prospect's Reactions</u>

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.

BE SURE TO PRESENT OUR SERVICES INSIDE THE SERVICE AREA!



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!





Make It Conversational and Consultative

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?
- o 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:

- 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!)
- 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.
- Next, we microfiber mop your floors with our disinfectant to eliminate even more bacteria and germs.
- 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.
- 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



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.

- We apply our proprietary chemicals including a high powered degreaser on your floor.
- 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)
- We scrub the entire floor with deck brushes and a rotary scrubber really getting in those grout lines.
- 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

R 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.



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.



Some proof points for when you need them

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.





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.**



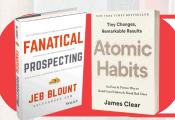
The Inside Sales Department

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 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.

