

GOING THE
Enviro-Master

RPM Window Service

Pops



EMU

- Has everyone completed the RPM Window Service Course in EMU?





-
- How many of you are doing the RPM - Restore, Protect, Maintain Window service?
 - For how long?
 - If you are not, let's get you educated, motivated and well compensated!!!!

Opportunities

- “Sani Only” customers are...

PRIME TARGETS - LOW HANGING FRUIT

RPM...We don't just clean windows!

Glass maintenance is ***not unique*** to most of your customers and is already in their budgets

- We **restore** the glass...close to “new” condition
- We **protect** the glass, durably with 92.9% improved scratch resistance; water, soil and stain repellency
- We **maintain** the glass, refreshing **FULL** protection with each servicing
- ***We improve the physical condition of a property, its appearance and the overall appeal and customer experience!***



Opportunities

- **Bundling services simply makes sense!**
- RPM is most likely **already in their budget!**
Capitalize on that...
- More selection of services/products increases your closing opportunities
- More selection of services/products increases your customer retention
 - Customer becomes stickier!



RPM...Recurring revenue...a key to your success!

Pricing

- Pricing always has guidelines but never be so rigid that you cannot adapt to achieve success. How can you structure an agreement to amortize the cost of services and insure you are an ongoing piece of their long-term success?
- Do not sell on price! Sell on value and being different! You are a trained professional, insured, bonded and a national reputation rides on every service you perform.
- The impact of EM services ties directly to a customers marketing budget. Marketing gets them in the door, but their experience keeps them coming back. EM makes that experience better!
- The better the experience the higher the likelihood of word-of-mouth advertising which is the most powerful and least expensive
- Once explained, ask for a piece of the marketing budget to offset the cost of your EM services. You are a key component of their success.
- Recommended pricing per SOP
 - Install **3X** maintenance price
 - Or \$1.00 sq. ft.

Pricing

Two ways:

1. Per window pricing
 - The price per window is based off the price to clean windows on doors.
 - Doors are the most consistent measurement
2. Square Foot pricing
 - At \$0.35/sqft

Both sides of windows			
Size by Foot	price	Doors	
3x3	\$ 3.00	Mostly Glass	\$ 7.00
3x3 mullions	\$ 1.50	Half glass	\$ 3.50
4x4	\$ 5.50		
4x4 mullions	\$ 2.00		
5x5	\$ 8.75		
5x5 mullions	\$ 2.50		

Mullions are based on ft x ft section and are the charge per section. Anything over the listed should be counted as a single window.

Sq. Feet	Price	Sq. Feet	Price
50	\$ 18.00	900	\$ 315.00
100	\$ 35.00	950	\$ 333.00
150	\$ 53.00	1000	\$ 350.00
200	\$ 70.00	1050	\$ 368.00
250	\$ 88.00	1100	\$ 385.00
300	\$ 105.00	1150	\$ 403.00
350	\$ 123.00	1200	\$ 420.00
400	\$ 140.00	1250	\$ 438.00
450	\$ 158.00	1300	\$ 455.00
500	\$ 175.00	1350	\$ 473.00
550	\$ 193.00	1400	\$ 490.00
600	\$ 210.00	1450	\$ 508.00
650	\$ 228.00	1500	\$ 525.00
700	\$ 245.00	1550	\$ 543.00
750	\$ 263.00	1600	\$ 560.00
800	\$ 280.00	1650	\$ 578.00
850	\$ 298.00	1700	\$ 595.00

*All pricing listed includes both sides and windowsill cleaning



Install is a one time, 3X the cost of maintenance

Most commonly asked questions...

- Why are we different?
- Can I treat glass with film on it?
 - Inside or out?
- How often do I use the pro15?
- Can i dilute pro15?
- How often do I use the repel?
- What is the difference between pro15 and repel?
- Can i dilute repel?
- How often do I “need” service the glass?
- Should I use the nuclear option on all installs?
- What do I tell a customer we can and can't do?
- How long does the protection last?



Managing Expectations

Managing Client Expectations



- NEVER QUOTE WITHOUT A FULL KNOWLEDGE OF THE PROPERTY, WHAT YOUR CUSTOMER IS CURRENTLY RECEIVING AS GLASS SERVICE (FREQUENCY AND QUALITY OF SERVICE), COST OF SERVICE, WHAT THEY LIKE AND WHAT THEY DISLIKE
- TAILOR YOUR PRESENTATION TO CONSIDER AND ADDRESS ALL ASPECTS OF THE RESEARCH YOU HAVE DONE
- THIS PROCESS CAN AND SHOULD BE APPLIED TO ALL YOUR PRESENTATIONS INSURING THE HIGHEST CLOSING RATE AND PROFIT
- **DO NOT PROMISE WHAT YOU CANNOT CONSISTENTLY DELIVER**

RPM RESOURCES

- EMU
 - Videos
 - Tips and tricks
- Networking within the EM universe
- Vendor support – Pops
 - Bill@unelko.com

GO KICK SOME GLASS!