



The Sales Process

Gatekeeper/Hostess/Cashier/etc.:

Hi, my name is _____ and I'm with Enviro-Master. We are a (local/national) health and safety company that specializes in disease prevention and odor control, primarily in the restroom. Who would I want to speak to about that? Is he/she available?

Decision Maker:

Hi, my name is _____ and I'm with Enviro-Master. We are health and safety company that specializes in disease prevention and odor control, primarily in the restroom. Do you have a couple minutes for me to show you what we do?

The goal is simple and always the same: Get them in the restroom!

On the walk there, ask questions! For ex: (What's important to you in your restroom? How do you handle cleaning it now? Anything you struggle to keep up with? What is the one thought you have before walking in your restroom?)

What we provide is a weekly service to sanitize and disinfect your restroom. Let me walk you through our process:

1. We start with a low-grade acid wash of all your fixtures (toilets, sinks, urinals). This is to remove any uric scale, bacteria, or mold buildup. (Use your phone or a mirror to show them)
2. Then we apply a germicidal coating that acts as a barrier similar to Rain-X. This helps prevent anything from sticking to the fixtures until our next service.
3. Next, we use a microfiber mop on your floors to clean them and eliminate bacteria and germs.
4. Once that is complete, we use an Electro-static sprayer with a hospital grade disinfectant which coats every inch of the restroom and brings the bacteria count to zero.
5. Where do you buy your soap? We provide free soap, air freshener and urinal screens. Every week we will be refilling the soap and air freshener. We provide the dispensers as well.



Keep your head on a swivel!

Be sure to look for:

- Broken Dispensers
- Empty Dispensers
- Drain Flies
- Sticky Floors
- Dirty tile and grout (bathroom, front of house, back of house)
- Excess Paper Product

The next step of our service is our floor scrub. Our goal is to get your tile and grout sanitized, disinfected and looking the best it possibly can.

1. We apply a heavy degreaser to the floor.
2. We utilize a Kaivac machine, deck scrubbers and rotary scrubbers to clean your floor, tile, and grout and also up to 5 feet up the walls.
3. Lastly, the Kaivac machine allows us to vacuum up all the resulting dirty water on the floor. What this means is we are **removing** the germs as opposed to moving them around like a traditional mop will.



All that's left is to ask for the business and CLOSE!

Mr. Customer, we can provide our weekly Sani Service for \$60 per week and the floor scrub every 4 weeks at \$250.

1. How does that sound to you? Great, all we need now is to fill out a quick service agreement.
2. Assuming that fits in your budget, we can get this process started now. I just need a minute to fill out the paperwork. Is that okay?
3. It looks like I can get you on the schedule next week, all I need is a signature to get started.
4. While I start the paperwork, could you grab a copy of your paper invoice to see if I can save you money there?