



## **HOW CAN I PRICE MY SERVICE TO COMPETE WITH THE “NON-LEGAL” COMPANIES AND STILL MAKE A PROFIT?**

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This age old question has been on the mind of every cleaning business owner since the beginning of time. Throughout the years, there have been non-legal, private individuals in our industry attempting to take business away from legitimate businesses who work hard, pay taxes and try to build successful businesses by doing it the right way. They will always lurking around every corner and threatening to take business from you. This is nothing new.

In periods of high unemployment we find this even more prevalent as unemployed people buy a mop and bucket and call themselves “cleaning companies” who will “beat anyone’s price”!

So how do we combat these nuisances to our business? How do we educate our customers to the dangers present when choosing “them” over “us”? How do we compete against that low price? Try this exercise to understand the real value you bring to your customers:

**Step #1.** Take several 3 x 5 cards and on each one write down what is good about your company. In other words write the features you offer your customers.

**Example:**

We are insured for breakage. We offer trained, uniformed employees. We give no cost estimates. We will not miss appointments because of a sick child or personal illness. Those are features.

**Step #2.** On the back of each card, write how this feature brings a benefit to the customer or prospect. In other words, of what value is this to the prospect?

**Example:**

Should anything break during the cleaning of your office or home, we are insured. Should there be an unfortunate accident of slipping or falling while in your office or home, we are insured for your protection. We have staff to complete your cleaning as scheduled and if your regular person is out for some reason, we have backup available so that cleanings are not missed.

The promotion of the benefits of using your company will often outweigh the low price of the “non-legal” private individual in most cases. Work on your features and benefits so that you are ready to overcome the “low price” operators.