

## Marketing Strategy 21: How To Get Business Contracts

In today's lesson, I want to talk about a simple way to grow your business without buying new equipment.

This is a tactic I got from the taxi industry, but it is just as effective for carpet cleaners and is relatively easy to implement.

It is a great way to start earning passive income from your business... and it can help you to potentially double your business in just a few short weeks.

### **Here's how it works...**

Providing carpet cleaning services for businesses is a great way to generate a steady stream of cash flow.

Businesses require ongoing cleaning and once you win their trust they can stick with you for years.

However, many carpet cleaners shy away from business work because it is mainly at night.

This is great for you. Here's why...

If you only use your truck during the day, then you can hire a contractor to do the business work at night. Then you can simply take a percentage off the top.

This is what taxi drivers do, and it's a great way to generate extra income from your equipment when you are not using it.

How can you get business contracts? That's what we'll discuss in today's task...

### **TODAY'S TASK: Getting Business Contracts**

**1. Pick 5 businesses in your area that you want as clients.** Call them to find out who is in charge of hiring service providers. In some cases, the building owner may take care of cleaning for commercial tenants. In this situation you would contact the building owner.

**2. Send a registered post package to the decision maker:** Inside this package, offer the decision maker a free carpet clean and include lots of testimonials. Also suggest an exact day and time when you are going to call on the phone, (but give the decision maker the option to reschedule.) If someone doesn't respond to your package, send a second letter.

**3. Contact the decision maker at the date and time specified:** Tell him about how you can benefit him and schedule the free carpet clean.

This process should get you business clients. But it also opens up opportunities to market to the employees of the business.

After you do a great job, just tell the decision maker that you can give the employees a discount on their home carpet cleaning. Then get a list of names and addresses, and send them a 3-letter sequence that explains your offer.

