



Five ideas...

...to get you started using HomePro.

1 Who do you give it to?

Some like to give it away to their “high end” customers and sell it to the others. Those who really understand how powerful HomePro is as a customer retention tool will give it to every customer. They will also offer to refill for free.

2 “If a stain resists HomePro, call us immediately.”

When you leave a bottle of HomePro, let the customers know that it is a professional-strength spotter, and inform them of what they can clean with HomePro. Even give them a detailed list of stains it works well on, and how to use it in each situation. But say to them: “Please call us immediately if you are unable to get a spot out using Home Pro. Do not use any other store brand spot remover; the spot could be permanently set with the wrong chemistry.”

3 A bottle after cleaning

“Mrs. Jones, now that your carpet has been cleaned and protected you will need something to help you keep it clean. Here is a bottle of HomePro, the best spotter on the market today. I’d like to leave you a bottle free of charge, (or charge \$6 or \$7), to use any time you might have a spill. Let me show you how to use it..... If you run out before our next appointment just let us know and we will gladly refill it for you.”

4 The “5-around”

Do the “5 around” with HomePro. Knock on the doors of the homes next door and the three across the street. Present your business card and a bottle of HomePro to the home owner and let them know you just cleaned for Mrs. Jones and would like to clean for them. Whether they schedule a cleaning or not, leave the bottle of

HomePro and business card. Let them know that if ever you can be of service they have your name/number on the bottle.”

5 The Door to Door Demo

Dress nicely and go door to door with HomePro. Introduce yourself as the area’s #1 carpet cleaner, hand them a business card, and say you’re in the neighborhood to demonstrate the world’s best spotter and hand them the bottle. Ask them if they have a spot on their carpet that they would like you to clean out. Once you demonstrate just how effective the spotter is, let them know that the spotter is for sale. Offer to give a free estimate for a cleaning.

There are almost endless ways to use HomePro as a marketing tool. The best advice we can really give, is to use it.

HomePro Works: My Personal Guarantee

I tried several customer retention ideas over the years but one worked far better than the rest: selling or giving away a bottle of spot remover with my company name and number on it to every customer. It’s crazy to

spend time and money finding new customers only to lose them when they forget your company name. But that’s what’s happening unless you’re leaving them something of value, with your name and number on it,

that they will use regularly. HomePro spotter, labeled with your company name and number, is the perfect answer. You’ll love the HomePro program – I guarantee it!

Gordon Hanks
CEO, Bridgepoint Systems



The best way to market with HomePro is to *simply do it.*

Contact us at 1-800-794-7425

or on-line at www.bridgepoint.com

