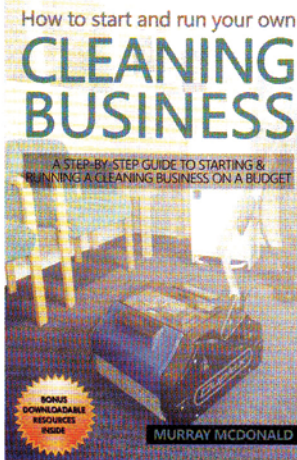




Duplex's Murray McDonald writes book for BSCs



Taken from his 25 years experience working closely with the contract cleaning industry, director of Duplex Cleaning Machines, Murray McDonald, has written his first book for the contract cleaning sector titled, *How to Start and Run your own Cleaning Business*.

Murray takes you through, step-by-step, on how to start and grow your own cleaning business. Here is a sneak peak at some of the book's key chapters...

CHAPTER 6: How to grow your business

The following is an excerpt from Chapter 6, which focuses on how to grow a cleaning business.

Customer service: The key to running any successful business is to always provide exceptional customer service. It could be said that 50 per cent of what can determine your business' success is whether you are delivering a high level of customer service.

Customer service is so important to the growth of your business. Always think to yourself, how can I make it easier for the customer? Am I actually addressing all their direct concerns and questions,

and not just doing what I think should be done? Your customers today will be your referrals as well as return customers, which many businesses are built on.

How do I achieve a high level of customer service? Here are some key ways you can ensure your business is achieving this.

- Ask and you shall receive. Asking for feedback provides you with the opportunity to make your service the best it can be. By accepting the positive feedback with constructive criticism, you can make a conscious effort to reinforce the positive elements for future services and eliminate the negatives. This will strengthen your customer retention rate.
- Performing cleaning audits will allow you to clean to a benchmark and ensure you are getting the job done right. It's also a form of accountability and you can show your auditing results to your customers if the need arises.

CHAPTER 7: What 'not' to do in business

The following is an excerpt from Chapter 7, which focuses on mistakes to avoid when running a cleaning business.

Pitfalls to avoid: When it comes to running your own business, it's always great to know the essentials to getting your business wheels turning and ensuring a steady stream of customers.

However, understanding what NOT to do is also very important to your business' success. Sometimes when businesses make mistakes, it takes copious amounts of time, energy and resources before they realise it.

In this chapter, I'll explain some common pitfalls to avoid when starting or running a cleaning business. By following the key points of this chapter, you could potentially save your business from time wasted to time spent on more productivity.

Pitfall 1: Expecting work to automatically come to you.

This one isn't just a pitfall to starting and running a cleaning business, but it's also a pitfall for all small businesses in general. Just because you have your business essentials set-up, doesn't mean that your customers will automatically come knocking. In order to find new customers, and ensure a steady stream of customers, you must proactively look for and reach out to them.

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Hako appoints Arthur Kelemanis as BDM industrial



As part of further growth plans, Hako Australia has appointed Arthur Kelemanis as business development manager – industrial at its Victorian branch.

Mr Kelemanis started working with Hako in December 2015 and has worked previously in industries including capital equipment and waste and recycling.

"I am very excited about the challenges the role represents," said Mr Kelemanis.

"I'm looking forward to creating both growth and brand awareness for Hako in my designated market segments."

Hako Australian national sales manager Noel Moynes said that "Arthur is a valuable addition to our growing Hako team in Victoria.

"His experience and professionalism strengthens our Victorian team further and positions us well for continued success," he added.

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