



Case Studies – Janitorial Services

Commercial Cleaning Services

Rich Enterprises has served the Janitorial industry dating back to 2004. Our clients have included commercial cleaning service companies across the United States and Canada.

Challenge

With our present economic situation, businesses should be concerned with expenses and eliminating unnecessary costs. With that in mind, our clients adopted an aggressive marketing strategy to reach new business prospects regarding cleaning agreements. In addition to providing top-notch service to their existing customer base, they needed to differentiate themselves in the marketplace to attract new business and have utilized our services to reach their market.

Solution

Our janitorial clients have implemented a program that allowed the account representative to offer a no-cost analysis of their maintenance or cleaning agreement and compare their current cleaning company to our client's offering. The goal is to allow our clients the opportunity to start a relationship building process and increase their sales and revenues.

Our role involved cold calling and telemarketing, so that we could generate quality business leads or sales appointments. We can qualify your leads or appointments based the types of cleaning services needed, frequency, square footage, or your prospect's interest level.

Our programs start with a minimum of ten hours per week. Based on the impact and success of the program, our clients can add extra hours to their program as our success and momentum grows.

Results

The end goal is assist companies in saving money by using your janitorial services. We provide qualified leads or appointments and your sales teams converts those lead into new sales.

