**Guide to How Carpet Protector Really Works... & Sell It.**

Carpet Protection applied correctly to freshly cleaned carpets, creates a great ‘win-win’ as it enables the cleaner to earn more money by providing an additional service and gives the consumer a cleaner, healthier and longer lasting carpet protecting their investment.

It seems some carpet cleaners think no one would be willing to pay for an additional service in today’s economic climate, but if you read this blog you’ll understand how carpet protector would benefit the homeowner if sold correctly.

I agree times are tough, people are not spending the same as they once did, but this doesn’t mean you should give up on your marketing or your selling... in fact it’s time to sell more, by stepping and up offering a bigger and better service.

They say ‘Selling is Telling’ and that’s all you need to do. What a difference it would make if you could show people how “Protecting your carpets will keep them looking beautiful, make them easier to keep clean and save money”.

**7 Steps to Help Sell Protector to Your Clients**

**1. Always package your prices.**

**‘Clean Only’ -** Explain each step you do like, move the furniture, dry-soil extraction, pre-condition and agitate, deep extraction clean, fresh conditioner rinse, rapid dry, etc.. (do this using words they understand, like words used in a hairdressers).

**‘Clean and protect’** - “Same clean as above, but a special application of our ‘Triple Action’ carpet protection” and you explain the benefits. I recommend you also offer a short (3-months) ‘Stain Free Warranty’ included in this price. (see step 6)

**‘Supreme Package’ -** This is the same as ‘Clean and Protect’, but with additional services, such as deodorisation. And a longer (6 or 12-months) warranty to really add value.

**2. Charge by the square foot (or 30cm2) not by the room.** Although we are in this ‘metric world’ everyone still understands feet better for room sizes.

**3. Bring the cost of ‘clean only’ and ‘clean & protect’ closer.** What I mean is some people clean for a price then protect for the same price... to the customer you’ve just doubled the price. Increase your clean only price and this will make it easier for people to select your protector without thinking it really is too expensive. If done correctly you will find this will help you sell protect between 5-8 times out of 10 quotes.

**4. Don’t pressure sell.**Once you’ve offered the three prices and you don’t receive an immediate yes, tell the client it’s OK... they don’t need to decide which package they want now. If they select the ‘Clean Only’ now they can decide on the other packages once they have seen how good the carpets look after cleaning. This takes the pressure off and allows them time to think about the additional cost and if it would give them value for money.

**5. The best time to sell is when they have just bought.** This goes along with step 4... if your client didn’t agree to protection before you started cleaning don’t worry. Once you have cleaned the carpet your client will hopefully be delighted with the results. Then you go into your new Protector Sales Pitch...

**6. Offer A ‘Stain-Free Warranty’.** One of the best ways to really get tough and win over a customer is to show them how confident you are about the protection by supply by offering a **Warranty with your stain protector**. One of the ways to sell the protector with the ‘free warranty’ is telling the customer... “**Almost daily I see stains on unprotected carpets, which I struggle to remove... and sometimes they are simply not removable, but as yet, I’ve always been successful of removing a stain from a carpet I’ve cleaned and protected.**

7. Finally to help educate the customer use my new “**Guide to How Carpet Protector Really Works...**” leaflet, (which you can downloa). This will explain to the client how carpet protector works. This is not a flashy printed leaflet... it is in Microsoft Word (docx 2007) so you can change the wording if required to fit your business and add your contact details. You can even print this on the back of your quotes or survey form so the clients will always have it.

Over 5-steps it shows...

1. How most carpets are protected from new
2. How carpets get dirty with both soil and pollutants
3. How the lack of cleaning with cause long-term damage to the fibres
4. How you need regular professional cleaning
5. How the **long-term solution** is to reapply carpet protection after every clean.

I hope this has given you some ideas and some encouragement to go out and offer carpet protection on every carpet cleaning job.

**The biggest problem with selling protector is YOU!** Most customers will love the product and the benefits it gives them. Get behind a product and a supplier, test it yourself and go out and **ASK FOR THE SALE.**