

Cold Leads Campaign

Email 1

Subject: Do you hope, or do you KNOW?

Hi [FNAME],

My name is _____, (title) of xxxxx Janitorial Services. I'm reaching out to you today to ask you a question: Do you hope your building is being properly cleaned, or do you KNOW it is?

I'm sure you'd agree that there's a big difference between having a cleaning service you can count on and one that you have to worry about and micro-manage.

What does peace of mind look like to you? To our customers...

It looks like a janitorial service provider who only hires properly vetted, well-trained W2 employees from your own local community.

It looks like having the same cleaning personnel inside your facility who are honest and dependable, rather than a carousel of changing faces every month.

It looks like clear and frequent reporting so that you KNOW that you're getting what you're paying for.

Maybe it's time to KNOW that your workspaces are getting properly cleaned day in and day out, rather than getting excuses for why they aren't.

"Finding a quality group of individuals for custodial work is always going to be a challenge. What xxxxx has done, and continues to do for us, is maintain a quality custodial service. Over ten years ago, we started a relationship with SG360. It has been a very positive and pleasant experience."

xxxxx, Superintendent, Hillcrest School District

I know it's a big decision, and I'm not proposing marriage at this moment. But if you're open to the idea of upgrading to **a more honest, transparent, and dependable janitorial services provider**, please reach out to us at 913-422-2016 or click the link below to send us an email.

(Contact Us link)

(email signature)

(P.S. if you're using some personalization)

Email 2

Subject: Is your building COVID clean?

Hi [FNAME],

It's ____ again from xxxxx. You know the saying – Cleanliness is next to Godliness?

Well, in 2021, you could easily change that to – Cleanliness is next to impossible.

Let's face it; spotless isn't good enough anymore. Your workspaces can look clean, but unless they're properly disinfected, you won't have the peace of mind that comes from knowing that all of your employees and customers are truly safe.

For this reason, we've taken a somewhat fanatical approach to make certain that everyone who enters your building stays safe during this pandemic.

We do that in four main ways:

- Using the proper equipment and processes
- Training our staff on the latest CDC recommended cleaning guidelines
- Employing a transparent and systemized approach to cleaning
- Properly disinfecting every surface and piece of equipment

Cleaning services have gone from a commodity to a vital need, and **a COVID clean is now a matter of protecting health and lives.**

Yes, these are strange times and the new normal isn't particularly stress-free. But hiring a janitorial services provider who is fanatical about maintaining an environment that's COVID clean can reduce that stress greatly.

Check out this xxxxx COVID case study([link](#)) or reach out to us at 913-422-2016 or click the link below to send us an email. And let's discuss how we can help you create a safer work environment.

(Contact Us link)

(email signature)

Email 3

Subject: 1 day on Mars lasts 1408 hours...

Which is the same as one Monday in property management.

Hi [FNAME],

It's ____ again from xxxxx. We realize that you don't have time to manage (or worry about) a team of cleaners who may or may not be doing what you've hired them to do. And to help you rate your current cleaning service, we put together a list of questions:

- What value are you getting for your monthly invoices?
- Does the work being done reflect what was agreed to in the SOW?
- How does the service provider track the work being done?
- What quality control measures are in place to keep the work consistent?

If you don't have answers to these, it may be time for a change.

At xxxxx, our customers always know what work is being done and exactly what they're being billed for. There is no miscommunication or costly misunderstandings. There's only transparency, clear and frequent reporting, and proper day-to-day management of your cleaning services using vetted and well-trained employees from your local community.

One recent customer's experience with xxxxx and the all-too-familiar gap-filling dilemma:

"We didn't have to worry about whether the shift was filled or not, if someone was sick, they had a replacement employee there. I didn't have to worry about trying to find a sub or just doing without services. It's a big deal."

xxxxx, Superintendent, Valley View Public Schools

If you're ready to consider switching to a janitorial service provider who manages itself, so you can get back to your 1400-hour per day workload, reach out to us at 913-422-2016 or click the link below to send us an email.

(Contact Us link)

(email signature)

Email 4

Subject: 1 size does not fit all

Hi [FNAME],

Has one size ever fit all?

It's ____ again. At xxxxx, we don't believe it does. Not when shopping for pants and not when it comes to selecting a janitorial service provider.

One thing you won't get with us is a generic menu of options.

We believe that your circumstances, property, and location are unique. Which is why we take the time to get to know you, listen to your needs, and customize a janitorial solution that works best for you.

There are simply too many variables – facility size, frequency of service, complexity, etc. – to squeeze every customer into the same size hole.

We take pride in providing consistently great service to every one of our customers, but we also realize that to truly benefit you, we have to remain flexible. Flexible to your environmental changes (like with COVID-19) and your shifting needs.

Change is a fact of life. And as your service needs change, we'll be right there to change with you. Because one size only fits one customer, and often, that size changes over time.

If you're tired of janitorial services providers who only offer rigid services that aren't based on your unique situation, reach out to us at 913-422-2016 or click the link below to send us an email.

(Contact Us link)

(email signature)

Email 5

Subject: What's on your plate today?

Hi [FNAME],

It's ____ again with xxxxx. We work with numerous school administrators and superintendents, and the one thing they all seem to have in common is a workload (or plate) that's loaded with huge, buffet-style portions.

We also know some of the common problems that administrators deal with often when it comes to their janitorial services provider. Tell us if this sounds familiar:

- You have to waste your valuable time filling gaps in your cleaning service
- You've had to cancel services for less-than-ideal performance
- You worry often about the quality and dependability of your cleaning services

When you partner with us, you better believe that we'll put your needs first. You won't have to worry about or deal with any of the above pitfalls. But don't take our word for it...

"I can say that in every case, the customer comes first with xxxxx. xxxxx provides an invaluable service to the Searcy County School District."

xxxxx, Superintendent, Searcy County School District

You have enough on your plate as it is. There's no reason to add any more. If you're interested in learning how we helped Valley View Public Schools with their janitorial needs, check out this case study.[\(link\)](#)

Reach out to us at 913-422-2016 or click the link below to send us an email. And let's discuss how we can help you lighten the load.

(Contact Us link)

(email signature)