




September 1, 2009 - Visit our website: www.cleanrite-buildrite.com 

TOPIC OF THE MONTH - KEEPING BUSINESS ON TRACK

30 Tips to Make the Phone Ring

In today's computer age we sometimes forget the old fashion way of getting business...making the phone ring. Here is a collection of tips compiled by various business owners who are making a difference in today's markets. Some of these tips may seem simple, but are you focused on them?

- 1. Contact past clients:** Remind your current customers of all the services you provide. They may not remember everything you offer, but it's even better if they tell friends and family about you! Empower them to be "sales agents" for you not just customers.
- 2. Advertise locally:** Try target marketing, locally, with a coupon or call to action piece. Select different local venues over a period of time. Maintain a consistent message and brand.
- 3. Offer financing:** If your product or service can be financed, seek creative ways for customers to pay.
- 4. Highlight Smaller Services/Offers:** Every opportunity is valuable in today's market. Don't just focus on the larger sale or products. Introduce customers to all aspects of your services.
- 5. Optimize your Web site:** Now may be the time to call in a professional to review your website for effectiveness. Review other websites in your industry and outline the things that catch your attention as an owner or customer. Are you pointing people to your site in all your media?
- 6. Keep in touch with your entire network:** You can use a monthly newsletter or e-mail campaign to be in front of your customers so when they need your services they will call.
- 7. Canvass, canvass:** Hit the streets, the old ways of doing business still works. Target areas where you just provided a service and let all potential prospects know what you did. The key is to be consistent with your efforts and message.
- 8. Target mailings:** You can do targeted mailings that direct potential customers to your website and to seminars and special events that you can sponsor.
- 9. Build Reputation:** Participate in the community as the "go to" for your specific industry related service. Home shows, seminars, radio, T.V. and articles are all good options.
- 10. Showcase:** Position yourself in the community to showcase your services or product. Open the doors to the community and invite people in to see your special talents.
- 11. Join the Club:** Get involved in a local club or organization that is giving back to the community. Perhaps a portion of your services can be donated back to a specific organization.
- 12. Constant contact:** Satisfied customers are 5x more likely to refer others to your company if they are kept in touch with. Use the power of "constant contact" to organize your marketing data base.
- 13. It's in the mail:** Check into coupon mailers. They can be effective on a local basis.
- 14. Put it out there:** Is your company image noticeable? Use the visual aspect of bill boarding when you can. Wrap your vehicle in a message that conveys your company. Use signage when possible.
- 15. Special services:** Try ads in the "special services" section of the local newspaper. These often offer lower rates and can keep your company image in front of potential customers longer.
- 16. Person-to-person network:** Shake hands with the community; join a networking group. Take influential clients to lunch. Make it a habit to network.
- 17. Seek complimentary partnerships:** Partner with a company that compliments your industry and cross sell to those customers, then showcase the partnered services.

**Some of these tips
may seem simple,
but are you
focussed on them?**



*Dear:
Friend & Client,*

*We have some great news here at Cleanrite-Buildrite that we want to share with you. Cleanrite-Buildrite has opened a brand new **Sacramento Branch Office** to better serve our Professional Partners and customers!*

*Our Sacramento Branch Manager is **Art Khan** who recently comes to us from Pilot Catastrophe Services and AAA Insurance of Northern California, Nevada and Utah. He has experience in Earthquake, Hurricane and Fire CAT losses, he is a licensed California Independent Adjuster with over 20 years experience in handling insurance claims. He is a former AAA Claims Supervisor managing 30 Direct Repair Contractors in three Western States.*



*Art can be reached at:
916-220-9791 or 916-381-1321*

I appreciate and value your trust in Cleanrite-Buildrite and welcome you to develop that same trust in Art and his sta in our new Sacramento Branch.

*Thank you,
Dan Andreasen
President, Cleanrite-Buildrite*

< **Continued inside** >



Dan's Corner

We put the pieces back together

For 50 years, Cleanrite-Buildrite has been responding to the community in their time of great need. We focus on **the People** who have suffered in a disaster no matter how small or large the issue. Our Teams work together with our Industry Partners in delivering a quality solution for the customer and all parties involved.



Fire Damage? We Re-Build It.



Smoke Damage? We Clean It.

Water, Wind and Fire Damage can all be repaired. I am proud of the quality service our Teams promise in every job we are called to.

Sincerely, Dan Andreasen
President, Cleanrite-Buildrite

30 Tips to Make the Phone Ring *<continued from front>*

18. **Stop the presses:** Submit press releases. A simple but effective way to get free exposure.
19. **Association ties:** Leverage the ties you have with professional associations. Be visible.
20. **Promote lower ticket items:** Start potential customers with an entry level service or product.
21. **Make it personal:** Send personal notes to customers and clients. A hand written Thank You can go a long way in today's age of the internet. Be consistent.
22. **Offer what the customer needs:** Don't just push your product or services, listen to the customer and provide what they need not what you want to sell.
23. **Sign up for Internet referral services:** Investigate lead referral sources on the Internet, there are many. Evaluate the cost for such leads as it relates to your overall marketing budget.
24. **Keep it moving:** Send out notes, letters to past customers who may not have bought your services in the past and offer them an incentive to use you now.
25. **Keep it modern:** Make sure that your logo and brand are staying up to date in your industry.
26. **Target advertising:** Profile your "perfect customer" and advertise in publications that attract them.
27. **Evaluate it:** Make sure that all marketing efforts are evaluated so you know how you're doing.
28. **Understand the Audience:** Target customers that need your services and are financially stable to afford them. Study the economics of your customers.
29. **Referral sources:** Build a highly effective referral base. Offer incentives for good referrals.
30. **Guarantees/Warranties:** Honor and promote "your" personal guarantee of your company.

Cleanrite-Buildrite Cleans Recreational Vehicles

Cleanrite-Buildrite also cleans Cars, Trucks, Boats, and RVs! From top to bottom, we can restore your RV to a like-new condition. Call us today to find out more!



RECIPE OF THE MONTH

Cheese Chicken & Broccoli Bake

- 1 (6 oz) pkg Stove Top stuffing mix for chicken Heat oven to 400 degrees.
- 1 ½ lbs. boneless, skinless chicken breasts, cut into bite size pieces
- 1 (16 oz) pkg frozen broccoli florets, thawed & drained
- 1 (10 ¾ oz) can reduced sodium condensed cream of chicken soup
- ½ lb (8 oz) Velveeta cheese, cut into 1/2 inch cubes

Prepare stuffing mix as directed on package, set aside. Combine remaining ingredients. Spoon into 13"x9" baking dish. Top with stuffing. Bake 40 minutes or until chicken is done. (Variations: Prepare as directed, but substitute 4 cups of cooked Rotini for the stuffing, and 1 cup of salsa for the cream of chicken soup. You can also substitute your favorite frozen vegetable for the broccoli.)

- Jeanne Grasso, State Farm Insurance Company, Redding, 530-241-0100

We Thank Disaster Relief Professionals

CRBR would like to acknowledge all the fine people who work in Emergency and Disaster Response in our Community. From State, County, City and Volunteers, these are the people that make a difference for others. Thank you! **Do you know of a HERO? Let us know! Call us at 1-800-870-0030 ask for Bob.**

"Did you hire employees, or are you Empowering Leaders?"

Your hiring and training can be the competitive edge for your company.

Does your Business need a SWOT?

Evaluating Strengths, Weakness, Opportunities & Threats.

The SWOT analysis is the result of a research project conducted at Stanford University during the 1960's and 1970's. SWOT is used to identify the internal and external traits of your business or company – which traits are beneficial and which are harmful. It will pinpoint the company's strengths, weakness, opportunity and threats. This is one resource you can use to educate yourself with this concept: <http://www.quickmba.com/strategy/swot>

It will leverage the things your company does well and point out the areas for improvement. It will show you how compatible your company's characteristics are with the current market place.



Right: Stanford University

Fun September Facts

The name September comes from the Roman word, septem, which means seven because it was the seventh month. It was believed to be looked after by the god, Vulcan, the god of fire and forge. So September is associated with fires and volcanic eruptions.

September is the start of the school year. Traditionally September 24th was the day for harvest in medieval England. There are many Holidays observed in September by the Jewish faith, the United States and Mexico. Labor Day is the only legal holiday in September. It comes on the first Monday of the month. Sapphire is the gem for September. Flower is the Forget-me-not and aster.

Sept 1, 1830 Mary Had A Little Lamb Published

Sept 11, 2009 Patriot Day

Sept 7, 1533 Queen Elizabeth 1 was born

Sept 22, 1920 Band-Aid Invented

Sept 9, 1850 California became the 31st State

Sept 30, 1928 Penicillin discovered

What People Are Saying about CRBR

"I would highly recommend Cleanrite-Buildrite services. The work was outstanding and the technician was very thorough and professional."

- R. Ayala, Red Bluff

"We will use Cleanrite again in the future, excellent." - L. Sinclair, Chico

"Every time I called my questions were answered right away.

Great communication. It was a rental. Thank you Cleanrite-Buildrite."

- D. Terzich, Stockton

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Boats



RVs



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Cleanrite-Buildrite and

American Red Cross

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The Three Rivers Chapter serves the entire North State.

www.threerivers.redcross.org

