

Commentary for blind cleaners who are interested in their craft and industry related news and happenings.

Check out our website at [BlindCleaners.biz](http://BlindCleaners.biz)

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### Your Company ?

If we don't have current E-mail, phone number or mailing address for your company you could be loosing out on referrals.  
Please let us know your service area (counties) etc....

### Blind Clips

Only regular size clips are left to order contact

[Service@blindcleaners.biz](mailto:Service@blindcleaners.biz)

## Tips to Deal with "These" Customers:

**"Shadows":** The customer that follows you around maybe just bored or lonely - strike up a lively conversation that seeks to draw them out and engage things of interest to them while you work. They will be distracted from just focusing on what you are doing and you may learn something interesting about them or another topic.

If they want to help, be diplomatic in how you manage your reply as more often than not too many cooks in the kitchen creates problems! I tell them we charge extra for entertainment.

The uneasy or apprehensive customer can be put at ease with easy conversation directed to first draw out their cause for concern or questions and then address those concerns with explanations of what/why you do things a certain way, etc. Conduct yourself with confidence and professionally in a way that instills confidence, avoiding clumsy moves and loose comments that might fuel speculation or fears that might be nagging at the corners of their minds already. Humor is a great tool no matter what you do, if you can make light of a situation and put them at ease or show that you appear comfortable in what you are doing they usually relax a bit too.

**OCD Cleaners:** The customer whose obsession with details (whether in the cleaning or arrangement of things in their home) is one that is best handled with patience and understanding. If you walk into rooms that look like a staged professional photo then assess the details (take a few pictures of drapery arrangements, etc. beforehand for reference) and be prepared to spend a bit of extra time to insure things will be put back exactly as they were beforehand. Be prepared for blunt comments on the look of things and don't take it personally, do your best to patiently work your way through a project. We like to tell them the first round is just to "get everything up" and that we will be making a second round to "arrange the details or dress things out" and that's when we'll be asking for their approval so they can let us know if there are any details to adjust. This tactic allows you to create space to work on the big picture and move as quickly as possible to transform disorder into some semblance of order during a rehang, for instance. Also if multiple people are going different directions they aren't stressed to feel like they have to watch everyone. When you go around and "dress out" or adjust valances, double check cord tilters or whatever in the final round ask them room by room how they think it looks. Use any opportunity to ask them if they prefer it to be "x" or "y" before your commit too far into a process so they can feel like their answer was guiding your work in doing what they wanted. They will be less likely to criticize the results of their own guidance than if you just do something and ask them afterwards what they think. More often than not these types of people need to see and correct something wrong a few times to feel good about the outcome— so having them "help" you get the last details just right is faster than asking them after-

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"Great things are done by a series of small things brought together."

Van Gogh

# on the MARKET

Visit our website for a [complete list](#) and more details of used equipment for sale

## Ultrasonic



### [Zenith Comet 8' Ultrasonic](#)

Nearly New, Perfect Condition  
Asking Price \$10,500 or OBO  
Seller Located in Central FL



### [2009 Dirtyblinds Ultrasonic](#)

Asking Price \$5,000  
Seller Located in NW Arkansas



### [Ultrasonic Golf Club Cleaner](#)

Asking Price \$4,950



**Why not actually list your used equipment that is no longer used so storage becomes cash?**



### [Used PB3](#)

Sale Price \$1,500  
Seller Located in Buffalo-Rochester, NY



### [Used PB3 Machine](#)

Asking Price \$1,500  
Seller Located in Omaha, Nebraska



### [2 PB3 & On-Site Equipment Package](#)

Asking Price \$5,500  
Seller Located in Santa Rosa, CA

## Mobile Blind Cleaning



### [6' Ultrasonic Machine & PB3 On-Site Package](#)

Asking Price \$5K Ultrasonic \$3K PB3 only has 35 hrs  
Seller Located in TN



### [Trailer & Various Ultrasonic Machines](#)

Contact Seller for current inventory  
Seller Located in MI



### [2006 Diesel Truck & 8' Ultrasonic Machine + supplies](#)

Asking Price Whole Package: \$29,000  
Seller Located in CA



### [Box Truck with 8' Ultrasonic Machine &](#)

6' Ultrasonic Machine  
Asking Price \$18,000/all  
Seller Located in WA



### [Trailer & 8 ft. Ultrasonic Machines](#)

Selling Price \$9,725  
Located in VA



### [Your Listing Here](#)

?? What needs to be turned into money?

## Equipment

## Website Reviews: Who/ Where/ Why ???

As we are in the process of updating our own websites, it's a good time to mention a few things to others about theirs as we've noticed a few things on other blind cleaner's websites while updating our database.

**WHO?** Is your name and service clearly identified? Some blind cleaners sadly don't have websites. Others have a basic site - yet their online presence is very poorly identified. Google the name of your business and see what comes up. Are there things you can do to improve the results like claiming some free links or editing information on your own site or others to make it easier for people searching to find you?

**WHERE?** Even on some great looking websites it is difficult to find out what their service areas may be. I see paid ads popping up all the time for blind cleaners who are in other states and who haven't refined their online ad purchases to focus on their market. If someone hits your site can they find out easily what city, region or counties you service without too much digging.

**WHY?** What services do you offer or benefits that are going to drive them to choose your business? Do you have a few statements or something to get them thinking about the benefits of working with your company? While some go overboard "selling" their size, expertise, experience or customer list others error by posting too little information. A few good pictures, service descriptions, engaging content and perhaps a testimonial or two will work great. The prospect must see a benefit to themselves in working with your company as you provide a solution to them for something (that your service cures).

## Trade Tips: The Value of the “Glue Line Discussion”



The “Glue Line” discussion is one we have almost daily with one or more prospective customers asking about cleaning (or repairing) their blinds. If they have a honeycomb shade that was made by Hunter Douglas, Levolor, Comfortex or many other major manufacturers (Not Springs/Bali/Graber as they use a different family of glues), the glues that hold the shade together turn from clear when it is new to brown as it fails. One can estimate the life expectancy of the shade in many cases based upon the progression from clear to yellow to amber to brown. In the darker amber to brown phase the crystallized glue starts to “peel” apart as the pieces break and one can see the glue in the seams between the honeycombs in the back of the shade or even in the front eventually. As the glue gets old and brittle, it basically fractures like a car windshield in an accident into a zillion little chunks. If one introduces water into the equation it seeps into the fractures and the glue falls apart minutes after it gets wet (about the time you take it out of the rinse tank or ten minutes after it goes on a drying rack or back in the window).

Having a little chat about the color of the glues (if they are yellow and the shade is old, one still can have trouble as age is important too) and the manufacturing date helps shape the service expectations or limitations. That is why pre-inspection skills and attention to these details is one of the most critical steps in successfully qualifying shades that should or should not be services or what limitations or liabilities are to be discussed. We are in the business of cleaning shades, not replacing them so customer’s must agree to bear the risk of cleaning any older shades in our shop. I walked away from a pair of 28 year old honeycombs in windows this afternoon with the lady’s thanks for my honesty and evaluation, doing only pleated shades from another room.



## Newsletter Notes: Bert Bolton

**The Newsletter Subscriptions are being purged and rebuilt - so if you don’t respond to subscription confirmation E-mails you may find yourself dropped from the new list. Please don’t ignore them and risk loosing contact with us.** IF you forward your Newsletter to others, please e-mail us with their addresses to add to the list as everyone should have their own subscription.

**Website Updates:** The website is being updated and revised. Members will be issued new access to use for log in once the switch to the new site occurs. You’ll see a new look with options to just be a Newsletter reader or go deeper and enjoy the full benefits of the resources on the site, discounts and other Member only benefits such as the Customer Referral Listing.

**Blind Cleaner’s Network Activity Calendar:** We look forward to putting out a calendar in the next month that will list classes and webinars for at least the next 6-8 months. Lots of things are happening behind the scenes that will be announced next month.

**Abby’s Attic Listings:** Stale listings are being purged. Sellers that didn’t confirm the status of their listing or those that would like to put up a new listing need to contact us immediately. A good mix of used equipment in accurate ads benefits interested buyers.

**Blind Cleaner’s Training:** We won’t be announcing training schedules for another month or so, but feel free to contact us regarding your interest in one, as we will host classes later this year if groups let us know they want to register for one. As mentioned above, we hope to have a long term calendar of events posted on a new website next month.

## Customer Tips....

wards. In extreme cases to stop from getting bogged down we create easy fixes (swag with fabric out of place) or do something slightly off in the second attempt so that the final attempt (even if it looks identical to the first look) is fine with them. Also while being careful not to argue with such folks, don't let them go down the "tape measure" rabbit hole. If one uses a tape measure to demonstrate a concern for checking acceptable tolerances or balance - calling off exact measurements out loud puts emphasis on minute adjustments you probably don't want to get caught having to solve or explain. I've had some try to argue things weren't level or balanced when they were looking at the object from an angle or skewed perspective. Remember when you bring something back and hang it in the window they are really going to look AT it, not through or past it as they did yesterday. So don't hesitate to remind them of that perspective if they start noticing existing flaws that have been there for years and that cleaning did not change. If the cornice board was hung 2 inches left of center by the installer and they want it even, go for it, but don't invite a re-examination of everything that installer did if you want to get home in time for dinner that evening.

**Price Negotiations:** Companies will have different pricing philosophies depending upon their management decisions. While some prefer to take a "highest bid they will swallow" approach and throw out numbers that decrease in value until something sticks (based upon the value of the home and cars in the driveway), the practice will cost you referrals and repeat business as consumers soon pick up on the game.

Other companies use a "let me give you a deal" philosophy with ongoing discounts advertised or coupons on their website so essentially no one ends up paying (the coupon offset) retail prices on the service menu. Catering too much to the "coupon clipper" mentality (depending upon the prices) will attract coupon shoppers and bargain hunters whose loyalty goes to the lowest price - not the best value. If the advertised "deals" aren't actually the best ones available in the market then ongoing publicity or online pay per click advertising will fuel a stream of new customers but retention rates may not be that high.

Those that have an established pricing model based upon the work to be done and who apply it consistently will not get as many questions about pricing as customer's see things are being done off a price grid or chart based upon quantifiable information. Whether one calls on the phone or is quoted in person, they are asked the same questions and are priced based upon the type of blind/shade, size and any other pertinent factors. A good pricing charge leaves room for adjusting the prices charged when extra work is going to be required for ladders, larger sizes, dirtier items or materials that require extra care or special handling. The client doesn't have to know all the details of why you charges what you did - but the effort of measuring or counting and calculating based upon square feet or linear feet or whatever unit is used makes the pricing quoted sound more legit that a casual look and a figure seemingly quoted out of thin air.

The customer should expect that once you agree upon a figure for a set of services with them that the price won't change. That works in your favor should they try to dicker with you for a "cash price" when it comes time to settle up - as they signed an agreement for a set price and it isn't fair to expect to pay less after the service is delivered. Likewise don't make it a practice of adding on costs after the fact to inflate the ticket as one knows in advance whether they will be charging for repairs, bracket replacement, dressing or steaming drapery, etc.



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We can also  
come to you.

"The golden rule for every business is to put yourself in your customer's place."

**Blindcleaners.biz**

\*The resource site for professionally minded blind cleaners

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