



## COMMERCIAL CLEANING CASE STUDY

**Clients**—Commercial Leads Corporation has served the Janitorial industry dating back to 2004. Our clients are located throughout the US and Canada. Some clients are seeking large commercial facilities, while others prefer smaller facilities. Many companies are well established and are seeking to further penetrate their market, while other clients are newly established and are seeking to create name recognition as they enter that new market.

**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 involves 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 to assist companies in saving money by using your janitorial services. We provide qualified leads or appointments and your sales team converts those lead into new sales.

### Contact Us Today

Please do not hesitate to contact us at (888) 868-8524 if you would like further information or would like a complete proposal.

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