

SUMMER 2019

# contractor's corner

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**NEWS, VIEWS AND INFORMATION FOR THE FACILITY SERVICE PROVIDER**



**ISSA SHOW**  
CANADA 2019  
June 11-13, 2019  
Metro Toronto Convention Centre

## TWO SHOWS ONE LOCATION | ONE COMMON GOAL

**T**he ONE Show for facility solutions in Canada, ISSA Show Canada will be held June 11 to 13, 2019 at the Metro Toronto Convention Centre in Toronto, ON.

"It's been exciting for me to see this powerful joint venture between ISSA,

IFMA and the REMI Network take shape and come to life," said ISSA Canada Executive Director Mike Nosko. "We're staging this world-class event in a world-class city, and we've worked hard to ensure it embraces the shared goals and priorities of Canada's cleaning profes-

sionals, as well as real estate development, occupancy, management and maintenance personnel."

The trade show floor will be comprised of a complete continuum of resources designed for the "built envi-

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# contractor's corner

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**Yamire  
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# TWO SHOWS

## ONE LOCATION | ONE COMMON GOAL



ronment.” From sanitary maintenance products to HVAC, office furnishings, electrical and building products to security, financial and IT services and systems, all the pieces of the puzzle will be assembled under one roof and showcased by over 100 exhibitors.

In addition to the trade show, a host of educational sessions and certification workshops are planned to further enhance the attendee experience. Top-notch presenters will reinforce best practices and tackle the most challenging issues including minimum wage adjustments, infection control, strategic business practices and much more.

“Ensuring best practices in cleaning hospitals and other healthcare environments is mission-critical. Obviously, lives are at stake,” Nosko said. “The Canadian Union of Public Employees agrees, and reports that breaking the chain of infection requires well-resourced, well-trained and stable in-house healthcare teams to attack all the links of transmission.”

Toward this goal, three educational sessions will take a deep dive into the theories and practice of infection control and prevention.

The *Infection Control in Healthcare* session will be held on Wednesday, June 12 from 8 to 8:50 a.m. Michael Patterson, executive director of IEHA (a division of ISSA), and Julie Hoeftaak, CSS leader/trainer, Hamilton Health Sciences Centre, and education chair of the Ontario

Healthcare Housekeepers Association, will address the disconnect that often occurs between environmental services and infection control departments. Delegates will learn about practices and protocols to reduce risk, as well as how to work collaboratively with colleagues to identify high-touch areas that require more frequent cleaning.

In the *Something is Better Than Nothing: The Evidence in Support of Better Cleaning Process* session – on Wednesday, June 12 from 2:25 to 2:50 p.m. – Mark Heller, president of Hygiene Performance Solutions, explores evidence that demonstrates how effective cleaning processes work in tandem with effective products and equipment to deliver effective outcomes. In today’s healthcare environment, the stakes are getting higher for better cleaning performance. With so many competing priorities for cleaning resources, it’s tempting to compromise on cleaning processes. Heller will remind delegates that the need to keep patients and residents safe, through effective environmental hygiene, is always paramount.

On June 13, 1 to 1:20 p.m., Patterson and Hoeftaak will once again take centre stage to express the urgency towards sustainability and how it can save the planet, jobs and business. *Sustainability as a Planetary and Business Imperative* session will emphasize the importance of engaging front-line staff when it comes to adopting sustainable practices, which are so



# ISSA SHOW CANADA 2019

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important in improving both the hospital and the healthcare environment.

Based on the seven guiding principles of ISSA Cleaning Management Institute's new Cleaning Change Solutions, a practical and actionable session on June 12 from 9 to 9:50 a.m. analyses common sources of stress in organizations and explores an integrated systems approach to customer satisfaction. *Seven Steps to Shepherd Change in Your Cleaning Culture* will be presented by well-known experts Tim Poskin, president of Cleaning Management Concepts, and Jenean Merkel Perelstein, workplace culture expert.

To help business leaders think more about working on their business versus working in their business, ISSA Show Canada will include a series of educational sessions that exclusively address common management challenges.

On June 12, from 1:20 to 2:10 p.m., *How to Build a High-Performance Sales Organization and Enter the 70 Per cent Gross Profit Commercial Restoration Market* will demonstrate the difference between simply being a salesperson to being a true, high-performance sales organization and a game changer for your company. Presented by Tim Miller, president of Business Development Association (BDA) Inc., this session is designed for building service contractors who want to improve sales performance, increase more profitable sales and stop the revolving door of salespeople through their firm.

Miller will once again share his expertise from 3:35 to 3:55 p.m. when he presents *How to Take Advantage of the Millions of Dollars of High Profit Work Happening with Clients You Already Have*. In this session building service contractors will

learn how to enter the red hot, highly-profitable field of commercial property damage restoration.

*Leveraging Standards and Best Practices to Drive Your Business* – June 13 from 10:15 to 10:45 a.m. – will see Mark Warner, education manager for ISSA's Cleaning Management Institute, present industry standards that are acknowledged and used throughout the world. Participants will learn about best practices versus accepted practices in order to ensure success.

To offer insight and perspective to helping building service contractors successfully navigate the issue of labour cost increases, ISSA Show Canada will also offer an in-depth and interactive panel discussion with an expert panel of senior executives from leading facility management companies in Canada. This session is scheduled for June 13 at 1 p.m.

"We are proud of the education ses-

sions and workshops we've planned for this year's debut of ISSA Show Canada," Nosko said. "I am especially proud of how this panel discussion explores new ground and provides an in-depth and interactive opportunity for our building service contractor community to hear, first-hand, how they can be more successful in their business dealings."

Moderated by **Ken Hilder**, chair of ISSA Canada's Building Service Contractor Council, the expert panel is comprised of the following senior facility management executives:

- **John Castelhana**, AVP strategic sourcing and procurement, BGIS Global Integrated Solutions LP;
- **Kimberly Train**, director of national programs, Oxford Properties;
- **David Matarasso**, VP property management, Bentall Kennedy; and,

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## TWO SHOWS

ONE LOCATION | ONE COMMON GOAL

• Sante Esposito, VP eastern Canada REMS, Colliers International.

With each panelist delivering a unique perspective from the facility management sector, the panel will discuss and debate everything from how pricing adjustments were presented to the pros and cons, major take-aways, and expectations and recommendations for how future adjustments can be managed. Following the panel presentations, an energetic audience Q&A session will give participants an opportunity to get answers to the issues that matter most to them.

“The plight of the building service contractor is a real issue and this panel discussion will provide a great opportunity for building service contractors to get answers to issues that plague their businesses,” Nosko said. “We have strategically formed this panel to emphasize our goal of unifying the industry. By engaging the BSC community with the facility management sector, everyone can be on the same page for success on both sides. By working together, we can all ensure our facilities are clean, healthy and operating in a sustainable fashion.”

Although admission to the trade show and education sessions is free, attendees may choose from a Two-Day Delegate Registration or a One-Day Delegate Admission, to obtain full access to all education sessions, the trade show floor, coffee breaks, water stations and lunch opportunities. One-Day Delegate Pass Holders for Wednesday, June 12 will also receive full access to the trade show floor reception (3:30 to 5 p.m.) and the All-Industry Reception (5 to 7:30 p.m.) being held that day.

“Please take a look at the ISSA Show Canada website to see for yourself how this special event can boost your business,” Nosko said. “Or better yet, register and prepare to meet new friends, discover new resources, learn about what’s trending and discover how to be more successful tomorrow.”

Join ISSA Canada from June 11 to 13, visit [www.ISSAShowCanada.com](http://www.ISSAShowCanada.com) for all the details.



# ISSA & Marquette University

## Partner to Create Online Supply Chain Management Program

ISSA's Cleaning Management Institute (CMI) has partnered with Marquette University (MU) to develop an online training course that introduces the seven critical areas of supply chain management. The widespread industry need to understand supply chain management was prerequisite in the partnership between the two.

This has been increasingly recognized as a cornerstone of success, and a way to align and coordinate the functions of supply chain management to effectively become a successful company.

“Supply chains – not companies – compete in today’s economy,” said Marko Bastl, assistant professor of supply chain management at Marquette University’s College of Business Administration. “How we manage the supply chain can become a competitive advantage. Companies need to understand the role that internal functions such as logistics and purchasing play in gaining a competitive edge.”

The program was created to build awareness and understanding of fundamental principles of supply chain management and its effect on a firm’s performance. It consists of the following seven critical areas:

- Customer service
- Logistics
- SC planning

- Inventory management
- Purchasing and supply management (part one)
- Purchasing and supply management (part two)
- SC enablement

Brant Insero, director of education, training and certification for ISSA, confirmed, “The most successful companies are the ones who are able to effectively align and coordinate these elements into one coherent function.”

Bastl outlined the benefits of completing the program: “You will gain insights into how we can take an integrated view of the various supply chain-related functions – such as customer service, logistics and distribution, purchasing and supply chain planning – and in doing so, maximize our levels of customer service.”

“People in a number of different roles will get a lot of insight from this program,” Insero said. “Buyers in purchasing departments, production planners and logistics analysts in particular are good candidates. Also, middle managers who are perhaps working in a narrow supply-chain-management area would benefit from better understanding their role in the broader context.”

Learn more by emailing ISSA Training Specialist TJ Grim at [tj@issa.com](mailto:tj@issa.com) or visit CMI’s supply chain management web page.



# You've Lost the Bid: Is it Your Fault?

**J**anitorial contractors have different methods for pricing their bids. The most common is to base their bid on square footage, cost analysis and profit margins. Alternatively, they may personalize. For instance, a contractor may already clean a facility that is similar in size and shape to one they are bidding on. In that case, they may decide to base their proposal on what they charge their current customer, even though there may be differences in the number of employees required for the job, the type of work they do, or the types of people working in the facilities.

Regardless of how they calculate the final price, many cleaning contractors still assume a job will automatically go to the lowest bidder. However, that's not necessarily the case. If a contractor loses a bid to a low bidder, it's probably their fault.

The problem is not the low bidder; there will always be low bidders. The reason so many contractors fail to get their proposals accepted is because they were unable to convince the customer of all

the features and benefits their company brings to the table.

To better understand this, let's examine some items frequently found in cleaning proposals:

- How long the contractor has been in business. This can be a plus or a minus. Some facility managers are looking for cleaning contractor "newbies" because they believe the new contractor will work harder to win the job – or even more important – keep the client.
- We are a family business. This can be viewed as a plus or minus, depending on the customer.
- We offer excellent service. This comment means nothing to most facility managers and is typically ignored in a proposal.
- We pride ourselves in this, that and the other. These comments are consistently ignored.
- We have prompt, reliable service and friendly staff. This does not stand out to facility managers.
- We have affordable price. A comment made just for the trash can.

If all the bids received by a customer have these same remarks, then the customer will likely select the lowest one. There is little reason not to do this, unless their references or some other issues disqualify them.

However, there are certain stand-out features and benefits that add real value and distinguish one cleaning contractor from its competitors – even when the bid is higher than the others.

The bottom line is this: If everything your proposal offers is the same as everyone else's, then the customer's decision will likely be based solely on price. However, if you can distinguish your bid from the others by providing features and benefits not found in your competitors' bids, your proposal will more likely be the winner.

*Ron Segura is president of Segura Associates. His company works with large organizations to streamline their cleaning and building operations as well as promote sustainability and healthier cleaning strategies. He can be reached at [www.seguraassociates.com](http://www.seguraassociates.com).*

SOURCE - CMM Online





## Study Finds Dual Benefits to Cleaning

Lower your stress and boost your adrenaline while sanitizing your surroundings

**H**ere's yet another reason to feel good about your career as a professional cleaner. A new *Cleaning Rush Study* conducted in partnership between Procter & Gamble's Mr. Clean brand and Ipsos Public Affairs, found that cleaning will improve your mood and give you a rush of adrenaline.

Adults between the ages of 25 and 45, who were participants in the study conducted in August 2018, wore a small medical-grade device to record their galvanic skin response (GSR) and heart rate (HR) while they performed various cleaning tasks around a kitchen. Researchers observed changes in both their GSR and HR conducive to an adrenaline rush, similar to the feeling people have when watching a simulated, high-intensity activity or sporting event. This rush made participants more likely to want to continue cleaning, with 66 per cent agreeing that once they began cleaning, they often cleaned more than they originally planned. During the study, 82 per cent of the participants agreed to clean a sticky mess that hadn't been on their original task list.

If you're on an adrenaline rush, learn how to bring your cleaning to the next level by studying the various levels of cleanliness. Determine if the job entails a basic cleaning, which includes dusting, damp mopping, trash-can emptying and vacuuming, or a mid-level maintenance cleaning which entails wiping down trash cans, spot-treating carpets and vacuuming vents. Your clients may expect a deep cleaning which can involve refrigerator clean-outs, carpet cleaning/extraction and restroom grout treatments.

SOURCE: CMM ONLINE

## CLEANING STRATEGIES

# Carpet Stains

## vs. Spots: Like Oil + Water

The first step to spill removal from your carpet is identification By ANTHONY VELEZ

**N**othing in a facility says you have let your floors go like spots that inevitably appear in the most high-profile of places. As a facility manager, your proficiency in spotting is essential. In this article we are going to talk about some of the basics you will need to get the job done.

One of the first things you will need is an understanding of what constitutes a "spot" versus a "stain." While we may use the words spot and stain interchangeably, there is an important difference between the two. According to the Institute of Inspection, Cleaning and Restoration Certification (IICRC) R100 Reference Guide for Professional Cleaning of Textile Floor Coverings, a spot is defined as "the result of a material adding substance or texture to a fabric or surface," while stain is "the result of a material adding colour (without texture) to a fabric or surface."

Understanding the difference between a spot and a stain is significant because it may be easy to remove a spot from a carpet fibre, but stains become part of the structure of the filament since the colour is absorbed. To further complicate stain removal, the dyes found in most common spots and spills are acid dyes that are the same type of dyes used to colour many commercial carpets. Therefore, spotting agents designed to remove colour must be used with care and patience to prevent colour loss.

### IDENTIFICATION

One of the most common mistakes when attempting to clean a spot or stain

is not identifying what type of problem it is or the correct detergent for treatment.

There are multiple ways to identify a spot or a stain. One way is by appearance. If the appearance is shy, it could be oil-based, or if the appearance is dull and crusty, it could be sugar based. Another way to identify the type of mess you have on your hands is to feel the spot or stain while wearing gloves. If you can't feel any difference in texture compared to the rest of the carpet, there's a high possibility it's a material that added colour, making it a stain. If it has a texture to it that you can feel, then most likely you are dealing with a spot.

### WHERE TO START

It's impossible to address every combination of spot and spotter in a few pages, however, let's start with this basic understanding: You must use formulated dry solvents or d-limonene-based spotters to remove oil-based spots. Water-based spotters will not remove oily substances from carpet because water and oil do not mix. Dry solvents are liquids with no water in them. Although you would never use gasoline to clean carpet, it is an example of a familiar dry solvent. It is a liquid that contains no water.

### COMMON REMOVAL PROBLEMS

The most common problem for carpets are the spots that reappear within 24 – 48 hours, which is also known as "wicking." Wicking is the result of soil migrating from within the pile of the carpet

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By DAN RINGO

# Prioritizing Building Investments & Facility Maintenance Tasks

The true costs of deferred maintenance and poor planning

If it's not broken, don't fix it, right? Well, not necessarily. Like a car, facilities need to undergo regular maintenance and upgrades to ensure they're always in peak working condition. Deferring maintenance and upgrades to another budget year or until they are absolutely necessary can result in higher operational costs in the long run. Not only that, deferred maintenance can leave you open to liability issues and also affect other building systems.

When formulating a budget plan and balancing the cost and benefit of projects, there is a temptation to make cuts in building maintenance and improvements. It can be seen as an easy way to defer expenses and save some cash that might cover shortfalls in other areas. The reality of this decision is quite the opposite: You're taking a gamble that equipment

or structural components of the facility won't require repairs, or even worse, complete replacements.

You may win this bet for a while and become complacent, but eventually your luck will run out, and you could end up having to pay for multiple major repairs or replacements that will decimate your budget for years to come.

## The True Cost of Deferred Maintenance

When budgets are tight, everyone is asked to do more with less. It may seem like an easy fix to cut the maintenance staff and budget or, in an effort to save money in the short-term, kick the can down the road and delay repairs. Unfortunately, in these situations, a major repair or catastrophic failure could easily result in unanticipated costs in a number of

ways, from costly overtime to employee safety risks.

Deferred maintenance on buildings results in more than \$1(USD) per sq. foot extra in utility bills, according to a U.S. Department of Energy analysis. That adds up quickly and can easily outpace the cost of the original repairs. Below are several examples of how deferring maintenance projects can trickle down to harm your budget across your operation:

## Overall System Decline

When building systems, such as heating, ventilation and air conditioning (HVAC) systems don't receive regular maintenance, they become less energy efficient and put an increasing strain on the utilities budget. Often the effects of postponed maintenance spread and

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## Carpet Stains vs. Spots: Like Oil + Water

through capillary action. Generally, we only remove the spot on the surface of the carpet that we can see, which means there is more to our problem than typically meets the eye.

Consider a spot on the carpet the size of a baseball that you physically see with your eyes. If we were to pull the carpet up and look at the backing, the spot could be the size of a bowling ball. This is caused by the spill spreading out when it hits the backing of the carpet, thus creating a much larger spot than we usually see on the surface.

The best way to avoid spots appearing through wicking is to blot or extract the carpet as dry as possible during the spotting process, and then use air movers to finish the drying. The faster you dry the carpet, the less chance you have of spots wicking back to the surface.

The most effective method for rinsing and removing residue from a spot is through the use of a spotting extractor since you're able to clean the spotted area more thoroughly. Extraction will also reduce the wicking effect because you can recover water, detergent and soil more effectively. Spotting extractors are small and portable, allowing for the cleaning professional to get effective and efficient results.

### IT'S ALL ABOUT PERCEPTION

As we have discussed, perception is vital in commercial establishments, and very little gives people the impression that your facility is dirty like stains or spots in your carpet. But now that you understand the difference between a spot and stain, along with the correct process and tools needed for cleaning, you can maintain your carpet's appearance efficiently and effectively.

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SOURCE: CMM Online

## Prioritizing Building Investments & Facility Maintenance Tasks

begin to affect other systems. In fact, a neglected repair in one system can cause a catastrophe in another system or area. For example, a faulty heating and cooling system does more than just make employees uncomfortable. A cooling failure can cause servers and computers to overheat and fail. Not only does that mean a work stoppage; it could result in a permanent loss of data. A roof leak can flood buildings, destroying infrastructure, technology, paper files, and valuable furniture and artwork.

### Emergency repairs and renovation projects

Imagine the cost of having to tear your building down to the skeleton, rebuild it, and replace all the furnishings. This could result from a leaking roof that was not repaired in time to avoid flooding. Or perhaps an electrical repair was delayed, resulting in a fire that damaged the building beyond repair. Catastrophes like these are often so cost prohibitive that companies have difficulty recovering from them; the effects ripple throughout the company for years to come, if not destroying the company outright.

### Employee health and retention

A building where the ventilation system has been neglected or a leak has been ignored can become a "sick building," leading to an increase in employee sick days and medical costs. This will begin to impact the budget as costs of employee benefits increase while efficiency and retention decreases. Not only that, a sick building can have a profound effect on a company's reputation and ability to attract top talent. No one wants to be known as the company that allowed poor ventilation or black mould to make thousands of employees ill.

### Company reputation

Something that may not be thought about in relation to deferred maintenance, especially when a particular project has been deferred for years, is how it will impact a company's reputation and ability to make a good first impression. Broken or outdated infrastructure and furnishings can immediately make the most modern of companies seem behind the times. Imagine having a potential client meeting

after the client has a ride in a shuddering elevator.

A poor reputation and bad first impressions have an increasing impact on a company's ability to do business over time. If you cannot attract clients, business or talented employees, your budget will begin to shrink, and it will become even more difficult to make a profit.

### Fines, fines, fines

A very real risk of deferred maintenance is that it leaves you open to paying fines to regulatory agencies or settlements for lawsuits. Are the cost savings really worth the possibility of failing an inspection? How would you feel if someone was physically harmed as a result of a postponed repair? The settlement of a lawsuit, and the legal costs, are likely to be many times the cost of having made the repair or performed the maintenance in the first place.

### Spend Now, Save Later

Planned maintenance and prioritizing operational investments will reverse the compounding costs of neglect. Planning for maintenance and upgrades ensures necessary repairs are addressed in a timely fashion, before they become a costly catastrophic failure. Equipment and facilities that are well maintained work more efficiently and are safer; they are less likely to incur additional costs.

When budgets include an adequate allotment for planned maintenance, it's possible to set up an annual and long-term schedule that ensures all equipment will receive preventative maintenance or upgrades on a routine basis. With careful planning, this can actually increase return on investment and decrease costs over time.

This sounds logical, but how do you make it happen? Well first, you have to prioritize your maintenance projects. Start by making a list of the things that:

- Must be done;
- Need to be done but can wait for next year;
- Would be nice to do if the money was available.

Once you have this list in hand, estimate the cost of the repairs that should be scheduled for the year and then add funds to deal with emergencies. You may

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# How to use Value-Based Questions to **Win More Commercial Cleaning Contracts**

(And do so even if other bids are lower than yours)

**T**he most important (critical) thing you can do at the in-person/onsite meeting when pricing a potential commercial cleaning job is to ask value-based questions that elicit (as specifically as possible) what is most important to the prospect about a particular cleaning job they are seeking.

In short, at the in-person/on-site meeting, you want to find out:

1. The specific results they are looking for; and,
2. How they will know they've got those results.

By the way...

It is at the on-site pricing meeting stage that you are finding out what to put in your written quote/proposal to give yourself the highest possible chance that it will be accepted – it is **THAT** important.

Therefore, **DO NOT** jump over finding out:

1. The specific results the prospect is looking for; and,
2. How they will know they've got those specific results.

It's simple to do, too. All you have to do is ask the question: *'What's important about...?'*

To give it context, let's say that you or one of your reps is on-site at the prospect's building assessing the scope, pricing and discussing a potential floor cleaning job. All that you (or that rep) has to do is ask: 'So, what's important to you about having this floor cleaned and polished daily?'

Let the prospect answer. Then say, 'Well, we'd like it not to distract from the newly-decorated walls.'

This is where you (or the rep) need to go deeper. How? By simply asking the *'What's important about...?'* For example, 'O.K. that makes sense... so tell me, what's so important about it not distracting from the newly-decorated walls?'

To which the prospect may reply: 'It's because we have a client flying in from Japan next month to evaluate our company's ability to be their distributor in North America. A lot is riding on that meeting. And, we know the Japanese are very particular about cleanliness of buildings... and frankly... those baseboards really let us down.'

See how that *'What's important about...?'* question "drills down" to getting to the real issue on the prospect's mind? You can then use your judgement to keep

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## Prioritizing Building Investments & Facility Maintenance Tasks

need to fine-tune it from year-to-year until you have a more accurate idea of the usual costs.

### Plan for Resistance

So you're in the budget meeting and resistance is rampant. Everyone thinks it would be best to cut the facilities budget, and you need to convince them that course would not be advisable. Hopefully you have done your research and planning, so you can convince your superiors and fellow managers the possible costs of deferring maintenance are just too great. With this preparation, you will be able to defend your budget lines and make a case for good facilities planning and securing the budget to ensure it. Here are some examples of what information to prepare when it's time to plead your case:

- Example 1: Highlight the high costs of deferring maintenance to save money. Make sure they understand the money you save now could end up costing the company so much more in the long run. Select one or more neglected projects and paint a picture of the budgetary impact if the issues result in a catastrophic failure. Make sure to contrast the lower cost of maintenance with the higher cost of replacement if the equipment fails.
- Example 2: Point out the cost savings in energy and gas usage when equipment is performing at peak efficiency.
- Example 3: Employee morale and safety also impacts future budgets by increasing the productivity and innovation of the company overall, and the ability to attract clients and top talent for years to come. What it comes down to is return on investment and ensuring leadership understands the power of that return to ensure a healthy facility going forward.

Expect that you may be required to defend your maintenance plan each year until it becomes part of the normal operating procedure. Buy-in from leadership should increase as they see a savings in overall costs and how

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## How to use Value-Based Questions to Win More Commercial Cleaning Contracts

asking the *'What's important about...?'* question on the same want/issue.

You can also find out if there is anything else that's important to the client, such as:

"Thank you for sharing that information with me. That's helpful to know. Now, just so I can ensure our company can provide everything you want from floor cleaning to baseboard cleaning... is there anything else that's really important to you that would be helpful for me to know about?"

Let them answer in their own good time (hint: it may take them a bit of thinking time to come up with an answer because you can bet that none of your competitors are asking them these questions; and they've probably never even asked themselves such questions).

Again, use your judgement to determine if you need to ask the *'What's important about...?'* question more than once to drill down into the specific issues that will give them the result they ideally want. Note: as a rule-of-thumb, typically, you will only have to ask the *'What's important about...?'* question no more than three times on a want/issue to get to the specific root cause underneath it.

You can then ask questions such as: 'How will you know you've got those results?' Again, use your judgement. Sometimes the answer will be more obvious. Nonetheless, it's always good to ask the question.

Bottom line: Make sure – at the on-site meeting – you know, as specifically as possible, how and when the prospect will consider a cleaning job complete and that their expectations have been met.

Then, at the end of the in-person/on-site meeting – you can explain a bit as to how your service meets or exceeds

the criteria (utilizing specific results and requirements) your prospect has shared with you in the answering of the *'What's important about...?'* and *'How will you know you've got those results?'* questions.

Here you are not doing a canned generic presentation. Instead, you will be closely matching exactly how your cleaning service will give the prospect specifically what they are looking for.

This will make the prospect feel heard, understood and, by dealing with you and your cleaning company, that they are in the best possible hands.

If done right, at this juncture in the process, they will already be mentally and emotionally "sold" on you and the

cleaning services you can provide.

Now that you've established value (i.e. you've established that you can provide the prospect with the result they want in the very specific ways that they want it), you can give an indication of the likely price range to get a sense of whether

or not it's within their purchasing ability.

Of course, only ever reveal the full and exact price in a written quote/proposal AFTER you have gone through the steps outlined above, and you have established enough value in your ability to give the prospect exactly what they're looking for; as well as addressing all their surrounding concerns and issues, etc.

So, to recap: By asking questions, *'What's important to you about...?'* and *'How will you know you're satisfied with the result?'*, you'll really increase your chances of being selected as the company to carry out the commercial cleaning work (even if you are not the cheapest company they receive a bid or quote from).

*Article supplied by Centaur Floor Machines.*







# The Next Frontier in Infection Prevention

Addressing the spread of infection in long-term healthcare facilities

**T**he Centers of Disease Control and Prevention (CDC) has announced a new initiative that seeks to help prevent the spread of infection in long-term healthcare settings.

Recognizing that patients often move back and forth between hospitals and post-acute care facilities, the CDC has put \$8 million towards helping those long-term facilities make the necessary improvements to lower infection and cross-contamination stemming from patients moving between settings. While the CDC has determined that hospital-associated infection has decreased in recent years, hospitals only comprise one part of the larger health system.

"This is a serious issue that extends way beyond hospitals," says Rosie D. Lyles, MD, director of clinical affairs at Medline.

"One study of long-term care facilities found 1600 outbreaks in 12 states over a four year period. This clinical initiative by CDC reinforces the need to implement decolonization methods, such as daily chlorhexidine gluconate (CHG) bathing of the skin and nasal application with povidone-iodine (PVP), as part of infection control strategies to reduce the spread of multi-drug-resistant organisms (MDROs)."

The CDC's move also highlights the need for standardization when it comes to infection prevention. Different healthcare facilities, whether long-term acute care facilities (LTACHS), nursing homes (NHs), or skilled nursing facilities (SNFs), often do not have the same standards or strategies for infection control

implemented in their facilities. Studies have shown that patient transfers from these long-term care settings to hospitals present a major risk for the spread of infection.

Medline actively participated in the CDC's initiative by providing antiseptic products to help keep patients from getting antibiotic-resistant bacteria and to stop those with bacteria from developing an infection.

Results have been promising so far. After 18 months, researchers found a 25 per cent drop in drug-resistant organisms among nursing home residents. Medline's partnership with the CDC's Prevention Epicenter investigators is a good example of how, by working with frontline staff, experts can bolster strategies and promote health in our increasingly interconnected health landscape.

Medline is a healthcare business that improves the operating performance of healthcare systems and providers by delivering customized solutions for clinical programs, medical supplies, and supply chain and financial solutions. Headquartered in Northfield, IL, the company strategically supports nearly a third of the largest healthcare systems in the United States, and also works with providers across the continuum of care to achieve both clinical and financial success. With the size of one of the country's largest companies and the agility of a family-owned business, Medline's more than 20,000 employees provide a customized approach to each healthcare provider enabled by this agility at scale. Learn more about Medline at [www.medline.com](http://www.medline.com).

## CALENDAR OF EVENTS

**JUNE 11: CMI Accredited Auditing Professional (AAP)**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**JUNE 11 - 13: ISSA Show Canada**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**JUNE 14: CIMS "ISSA Certification Expert" (I.C.E.) Workshop**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

**NOVEMBER 18 - 21: ISSA Show North America**, Las Vegas Convention Center, Las Vegas, NV. For more information and to register, visit [www.issa.com](http://www.issa.com).

**NOVEMBER 26: Green Side of Hospitality Housekeeping**. Interested in green cleaning in hospitality housekeeping? Join this webinar at 9 a.m. CT. For more information and to register, visit [www.issa.com](http://www.issa.com).

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## Prioritizing Building Investments & Facility Maintenance Tasks

much more problem-free the facilities have become. It will become easier and easier to see that well-funded planned maintenance avoids the compounding cost (reportedly as much as seven per cent per year) of deferred maintenance.

### Baby Steps, Big Results

Once your organization begins to realize the cost savings, you can begin to move up some of the items from your "nice-to-have list," ensuring your facility is always state-of-the-art, modern and running well. All of your hard work and planning will continue to pay huge dividends going forward. Just keep an eye on the plan and make it happen.

*Dan Ringo, JD is president and CEO of Ringo Services, an integrated facilities improvement firm that operates in multiple states. Dan has more than 25 years of operational performance and facilities management experience, with expertise in labor, collective bargaining, and curriculum development for industry professionals. Email him at [dan.ringo@ringoservices.com](mailto:dan.ringo@ringoservices.com).*

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