

CARPET CLEANER PROSPECTING

Use this checklist along with the main training to help you stay organized as you prospect for clients.

1. SETUP STEPS

- ☐ Select a geographic area in which to promote your service
- ☐ Search Google Maps in area for specific carpet cleaner companies
- ☐ Compile a list of 50 - 100 prospects to contact

2. PROSPECT QUALIFICATION

- ☐ Carpet Cleaner with a good reputation
- ☐ Business is established in a local area
- ☐ Has an unclaimed Google Profile (or needs updating)
- ☐ Services a location – consumer or commercial
- ☐ Appears to be a healthy business with no serious issues

3. LOCATE PROSPECT CONTACT INFO

- ☐ Check the prospect's domain for contact info: <https://whois.icann.org/en>
- ☐ Copy contact info from Google Maps listing if present
- ☐ Look up site on manta.com or yellowpages.com
- ☐ Search reviews sites for owner name
- ☐ Search for business and owner on LinkedIn
- ☐ Contact business and request email address

4. CONDUCT OUTREACH

- ☐ Work down your list of 50 to 100 prospects
- ☐ Use email from custom domain or Gmail (Fname.Lname@gmail.com or your domain) -- avoid Hotmail/Yahoo
- ☐ Select or author outreach email message templates
- ☐ Send each email message individually. Avoid spam or mass sender robots
- ☐ Follow-up after three days of no response
- ☐ Follow-up after 7 days of no response

5. EMAIL AUTHORSHIP

- ☐ Address owner by name (*Hello Bob...*)
- ☐ Point out the problem (*poor profile rank, low visibility*)
- ☐ Agitate the problem with loss (*you are losing money to competition*)
- ☐ Educate on how to fix (*you can fix this on Google My Business by clicking claim*)
- ☐ Offer to do the work (*I can save you time and do this for you quickly...*)
- ☐ Use with scarcity (*I can only work with a handful of firms in 'town'*)
- ☐ Close with a request for call/reply (just reply now if you're interested...)
- ☐ Sign off with your name & contact information

NOTES:

These terms can help you locate prospects. Search via Google or Google Maps

Carpet Cleaners In ZIP

Carpet Cleaners In Town

Pet Stain Removal

Floor Cleaner

Carpet Repair