

# **Marketing Tips for Sweeping Contractors**

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**Always remember: Marketing is more than selling or advertising:**

## **1. Pricing:**

Pricing Strategies

Hourly

By the job

Monthly Flat Rate

Minimum charge for broom/construction-oriented work

Charge for travel time

Fuel surcharges (implement and hold to them)

Do pricing based on cost, not pricing based on mystery

## **2. Product:**

What is your product?

How to ensure you are delivering what the customer expects.

Walk through the property prior to starting every job

Utilize digital pictures and property maps

Self-grade the jobs

Get the tenants to be your allies

Offer both bundled and unbundled services

## **3. Place to Sweep:**

Are you sweeping all of the market you have targeted?

Shopping centers

Office parks

Municipalities

Contractors

Apartment/condominium complexes

HOAs (Home Owners' Associations)

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### **4. Time(s) to Sweep:**

Are you there when they want you?

If this is different from when you should be sweeping, are you charging a surcharge?

Noise restrictions (Are you charging for re-routing)

Are you organizing your routes in the best ways possible?

### **5. Promotion:**

How do you promote your business?

Outside sales force.

Does their compensation include an incentive?

Have you learned what to look for in a salesperson?

Are you managing your sales force?

Advertising: Have you considered all of the following?

Yellow Pages

E-mail

Quotes

Business Cards

Truck Signage

Invoices

Phone and Voice Mail

Your Facility

Testimonials

Press Releases

Job Tickets

Web

Newsletters

Brochures

Company Name

Letterhead/Envelopes

Effective Use of Associations

Open House

Referrals

Trade Shows

Demonstrations

Promotional Pieces

For a host of information on the topic of marketing, see the WSA category 'Selling Your Services.'