

# NJORD

PRODUCTS. WITH. POWER.



## *Product & Training guide*

Includes 5 Advanced Job guides, Njord Telesales Bible and much more.





**FOR CLEANERS. BY CLEANERS.**

## **Our Mission.**

To make carpet cleaning faster and easier than ever,  
And to share our wealth of knowledge.

British Made Carpet, Upholstery & Hard floor cleaning  
chemicals. Made in the North west, mainland UK.

## **Products. With. POWER.**

All of our products are simple to use, and easy to mix.  
Our chemistry is engineered to be job specific with  
results you can rely on. Especially when you need them  
the most. Game changing next generation products  
and chemistry, Works much faster than many  
traditional industry products. Delivering the business  
every single time. Day in, Day out.



# ORIGIN.

## Grass Roots.

Based in Oldham, Manchester. All of our products have been designed, engineered and manufactured in the Northwest UK.

## Our Owner.

Owned By Oli Farrey, Owner of Fresh Fibers UK.

"After trying and using it all I wanted something better, that works faster - That doesn't cost as much as imported products or british products that need double dosing. With the Njord range we have delivered what we set out to achieve! Being a carpet cleaner myself i knew it was time to make a big change in our industry."

## Our Why.

The carpet cleaning industry in the UK is still set in the 1980's. Very little has moved forward and we want to do our bit to catapult cleaners into the 21st century offering better products and faster working, intelligent chemistry.

## Dynamic Delivery.

We offer Standard 3-5 Working day delivery but if your in a hurry - Opt for our RAPID Next Working day service!



# TYPES OF CLEANING.

## MAINTENANCE CLEANING

For carpets & upholstery with stain resistant coatings, or that are still under warranty. Created to protect your customers investment. These products are Woollsafe and Cleanseal approved and will do a great job without causing cellulosic browning. Ideal for Wool, Delicate upholstery and Nylon / Polyamide.

### PRODUCTS:

**Draugr / Valhalla /  
Aftermath / Harmony.**



## DEEP CLEANING

For carpets & upholstery that are heavily soiled, and require strong chemicals to break the traffic areas. Stain resistant coatings will need re-applying on Polyamide and Wool. Suitable for synthetics like Polyester & Polypropylene.

### PRODUCTS:

**War Hammer / Berserker /  
Invader / Kraken**



## SALVAGE CLEANING

For Trashed carpets and upholstery. Last resort cleaning to get the best result possible or the item will be discarded. These products are extremely strong and will get results on even the worst jobs.

### PRODUCTS:

**Dragon Fire / Solvent Spotter**



## SPOTS AND SOLIDS

For Heavily soiled spots or areas where physical solids are present. Apply directly to stain and then rinse extract as directed. Please note these products will need mixing at spotter strength except for "Solvent Spotter" Which is ready to use.

### PRODUCTS:

**Dragon Fire / War Hammer /  
Invader / Solvent Spotter**





# SPOT / STAIN GUIDE



POWERFUL ON ALL SYNTHETIC SOIL TYPES, ESPECIALLY EFFECTIVE ON SOLVENT SOLUBLE OIL BASED STAINS.



POWERFUL ON ALL SOIL TYPES, ESPECIALLY EFFECTIVE ON TRAFFIC LANES / ORGANIC GREASE, OILY AND FOOD DIRT AND STAINS.



POWERFUL ON ALL ORGANIC SOIL TYPES, ESPECIALLY EFFECTIVE WHERE ODOURS NEED REMOVING & BRIGHTENING IS REQUIRED.

ALL PRE-SPRAYS DOUBLE UP AS SPOT CLEANERS FOR THEIR SPECIFIC SOIL GROUPS. EG ENZYME FOR ORGANICS AND PROTEIN, SOLVENT FOR SYNTHETIC AND OIL BASED SOILS.

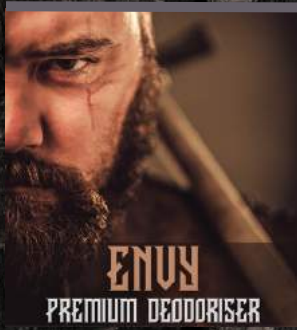


# DEODORISER GUIDE

All of our premium deodorisers have been designed with your customers in mind. All based on the best selling premium aftershaves and perfumes in the UK they have been specially formulated to leave long lasting fragrances long after the job has been completed - But more importantly to set you aside from your competitors and leave a Long lasting memorable impression with your customer that they will never forget!



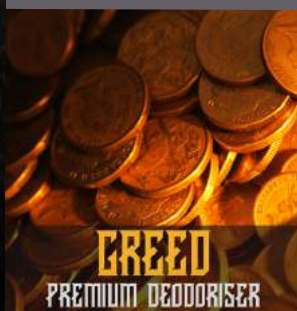
INSPIRED BY ELEGANTES CASHMERE



INSPIRED BY JO MALONE POMEGRANETE  
NOIR



INSPIRED BY VIKTOR AND  
ROLF FLOWER BOMB



INSPIRED BY CREED AVENTUS



# FRAGRANCE GUIDE

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INSPIRED BY DIOR SAUVAGE

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INSPIRED BY MUGLER ALIEN FEMALE

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INSPIRED BY TOM FORD  
TOBACCO VANILLE

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INSPIRED BY YSL BLACK OPIUM

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INSPIRED BY TOM FORD  
ROSE PRICK



# PRODUCT GUIDE



**Industrial High PH Pre-spray for extremely heavy soils.**

Extremely effective on synthetic, carbon or oil based soiling. Super high strength.

For use on heavy industrial and commercial soiling applications or trashed end of tenancy jobs. Last resort chemical. Ideal for Engineering companies, Floors, night clubs, End of Tenancy. 30ML - 60ML Per Litre.  
For use as a spotter - Mix 1:1 - 50/50



# PRODUCT GUIDE



**Heavy hitting HYBRID Enzyme / Solvent Pre-Spray.**  
Utilises enzymes & citrus solvents to quickly penetrate greases and oils and protein based soiling. For use on commercial carpets and upholstery or residential synthetics. Rapid dwell time. 30ML - 60ML Per Litre. For use as a spotter -  
Mix 1:1 - 50/50



# PRODUCT GUIDE



## **Next generation Urine & Mattress Pre-spray**

Molecularly dis-assembles urine odours & stains. Rapid dwell time. Residential, Urine odour and stain treatment. Oxidising peroxide formula rapidly removes odours and stains. Can be sprayed on, Or poured on and used with a water claw, wand, vacuum cuff or hand tool to flush out after treatment. Rapid dwell time. 125ML - 250ML Per Litre. For use as a spotter - Mix 1:1 - 50/50



# PRODUCT GUIDE



## **Next generation Very low moisture encapsulating Pre-spray**

Powerful oxidising formula for VLM encapsulation treatment of carpets and upholstery. Cleans, sanitises, deodorises and leaves a protective coating behind to prevent rapid resoiling.

15ML - 30ML Per Litre. For use as a spotter - Mix 1:1 - 50/50



# PRODUCT GUIDE



## **Next generation Woolsafe Enzyme pre-spray.**

Powerful yet gentle formula for wool and advanced synthetic constructions. Cleans, deodorises and leaves a protective coating behind to prevent rapid resoiling. Can also be used as a VLM encapsulating pre-spray where a safe product is required. Will not remove stain protectors. 15ML - 30ML Per Litre. For use as a spotter - Mix 1:1 - 50/50



# PRODUCT GUIDE



## **Next generation Woolsafe Solvent pre-spray.**

Powerful yet gentle formula for wool and advanced synthetic constructions. Very effective on synthetic, carbon or oil based soiling and grease. Will not remove stain protectors. Cleans and deodorises. 60ML - 120ML Per Litre. For use as a spotter - Mix 1:1 - 50/50



# PRODUCT GUIDE



## **Heavy duty extraction rinse agent.**

Goes hand - in hand with War Hammer. Can be used on its own, as extraction detergent or will synergise with your pre spray to supercharge your machines performance. Contains Pump - Protect technology. Works in commercial and residential environments. Use Berserker when you don't want to dwell or agitate. Portables 15ML - 30ML per 10 litres. Truckmounts 1 litre per 20 litre stock tank.



# PRODUCT GUIDE



## **Woolsafe stain repel rinse agent.**

Dynamic alkaline rinse. Keeps carpet, upholstery & rugs cleaner for much longer using a hydrophobic stain protective additive. Leaves surfaces feeling soft, clean and fresh. Residential all round extraction rinse. Boosts cleaning power whilst keeping alkalinity low. Ideal for protecting and elongating home owner investments. Will not remove stain protectors. Portables 15ML - 30ML per 10 litres. Truckmounts 1 litre per 20 litre tank.



# PRODUCT GUIDE



## **Woolsafe neutralising rinse agent.**

Strong acidic rinse that cleans. Nano formulation means excellent dilution rates. Eats alkali detergents and foam. Anti browning agent and can be used to neutralise cellulosic fibres. Leaves surfaces feeling soft, clean and fresh. Ideal for protecting and elongating home owner investments. Will not remove stain protectors. Portables 15ML - 30ML per 10 litres. Truckmounts 1 litre per 20 litre tank.



# PRODUCT GUIDE



## **Premium Industrial anti-foam agent.**

Foam destroyer utilises the latest technology to protect your machine investment. Vacuum motors can be expensive to replace, extend the life of yours by using Foam Destroyer. Super concentrate means a little bit goes a very long way! Mix 60ml with 1 Litre of water and Vacuum up your recovery hose before extraction. This can be pre-mixed into a spray trigger bottle to spray up your vacuum line or into your waste tank when required. This dynamic product can also be applied directly to foamy applications, For example where the customer has used an off the shelf product beforehand.



# PRODUCT GUIDE



## **Supercharged Oil Based Stain Remover.**

Solvent spotter is a powerful oil emulsifier and your last resort for spot cleaning and emulsifying all oil based stains. Especially effective on Ink, Gloss paint, Carbon, Glue, Gum and Sticky residues left by adhesives. **READY TO USE FORMULA.**



# PRODUCT GUIDE



## **Next generation leather cleaner and conditioner.**

Heavy hitting, yet delicate leather product. Ready to use formula is powerful yet gentle. Restores all types of finished leather and vinyl. Not suitable for Aniline, Suede or Raw Hide. Removes tough inground dirt and staining. Use neat as a heavy duty cleaner or spotter. Fresh, premium fragrance makes treated leather smell great, and feel supple again.

1:1 for Maintenance cleaning or neat for restoring



# PRODUCT GUIDE



## **Advanced Hydrophobic protector.**

This product utilises the most advanced ceramic chemistry to bring a level of protection never seen before in the UK carpet & upholstery cleaning industry.

We wanted to create you a protector that works on both Natural AND Synthetic fibres, that physically repels liquids and spillages on a level that protects sofas and carpets. Product can be applied wet or dry and has a rapid curing time.

3-6 Months 1:4

6-12 Months 1:1

12 Months Plus Neat



# PRODUCT GUIDE



## **Premium Deodoriser based on Tom Ford Tobacco Vanille**

The Beast that is Wrath. Our rich, smoky scent with sweets notes of whiskey, tobacco and cocoa for a hedonistic treat of the senses. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Creed Aventus**

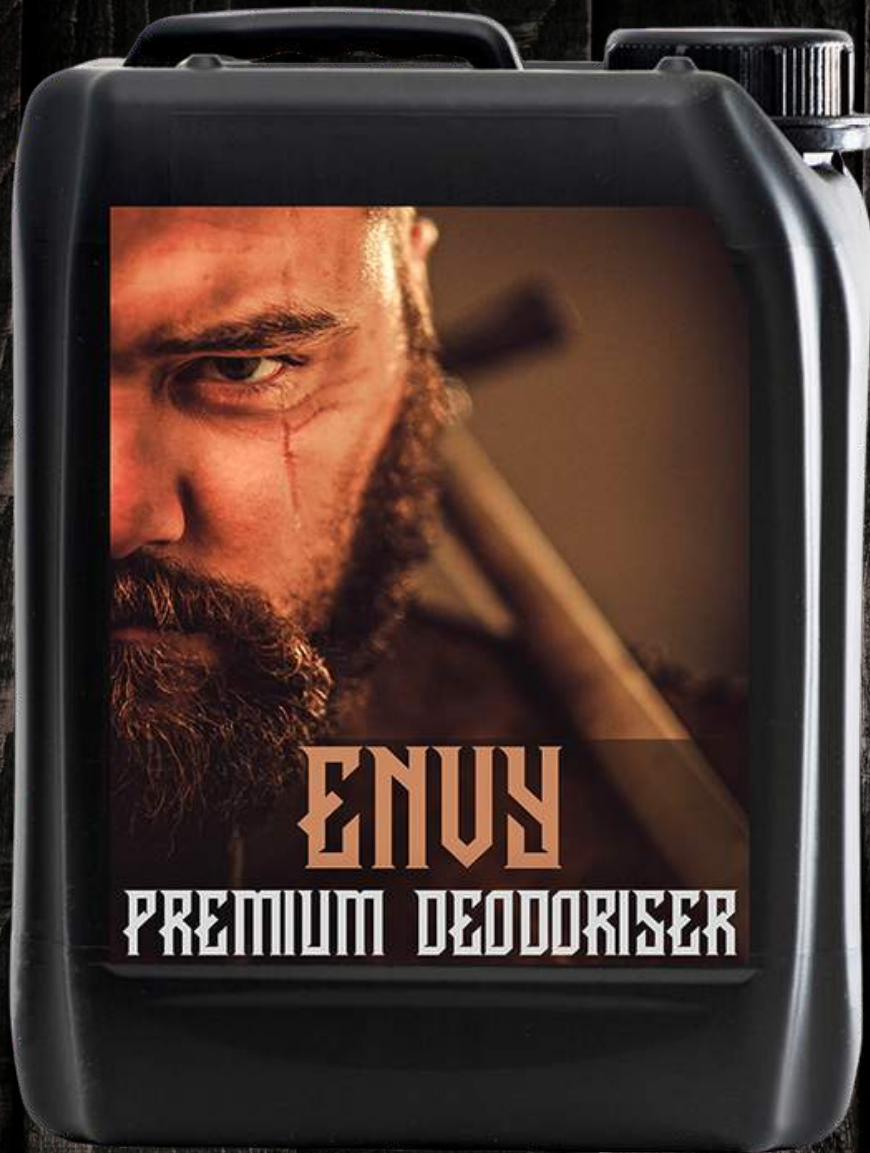
The need for Greed. Our unique deodoriser, enriched with pineapple, bergamot, juniper & patchouli giving a very luxurious, well balanced long lasting fragrance. Extremely fresh and zesty. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Jo Malone Pomegranate Noir**

Be the envy of your competitors. This aromatic fragrance is a favourite amongst both men and women. Patchouli, Casablanca Lily and pepper make this deodoriser one your customers will always remember. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.  
Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Dior Sauvage**

For a deodoriser that oozes class and style. This bold and strong fragrance brings citrus and deep wood notes to a powerful head.

Instantly recognisable by your customers and one they will never forget. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Mugler Alien**

Lust is our Trendy modern female favourite scent with its floral jasmine and Cashmeran wood fragrance its a definite must for lust and one not to be missed. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Viktor & Rolf Flowerbomb**

Valkyrie is a powerful, deep and rich deodoriser. Strong floral, female scent. This long lasting fragrance perfectly sums up the mythical angels who carried the fallen viking warriors to Valhalla. Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on Elegantes Cashmere Elusive.**

Soft, Warm and rich classy female Deodoriser that smells like no other. A tantalising blend of Moroccan and Tunisian rose meets saffron, bergamot and apple with a sensational musk undertone.

Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



## **Premium Deodoriser based on YSL Black opium.**

A daring contrast of light and dark, for an enchanting deodoriser. Energising and addictive, With bold coffee mixed with vanilla and blossoming flowers.

Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# PRODUCT GUIDE



**Premium Deodoriser based on Tom Ford Rose Prick.**

The finest and freshest delicate roses mixed with a cutting and strong unique peppery undertone.

Can be added to your pre-spray, rinse tank, sprayed at the end of the job or even re-bottled sold to your customers as a home fragrance.

60ml Per litre for a fresh fragrance.

Neat for a very long lasting powerful fragrance.



# JOB GUIDE WOOL

*Heavily Soiled Room*





# JOB GUIDE WOOL

## *Heavily Soiled Room*

1. Thoroughly Pre-vacuum area.
2. Mix **Draugr** Pre-spray at 30ml per litre
3. Apply a heavy amount of pre-spray to the carpet using overlapping passes.
4. Allow Pre-spray to sit on carpet for 15 minutes. During this time the product will break down soils and deodorise the carpet.
5. Once dwell time is complete use mechanical scrubbing methods to thoroughly scrub the carpet.
6. Rinse extract the chemical using **Aftermath** alkaline rinse, This should be mixed at 60ml per 10 litres in your clean water tank.
7. Make slow passes using your carpet cleaning wand and for every wet pass make sure you follow up with at least 2 dry passes. Ensure these passes are all uniform and no zig zagging occurs as uneven pile / Sharks teeth can set permanently into wool carpets and be extremely difficult to remove.
8. If any stains remain these can be spotted using a suitable Spot cleaning product. Please see spotting guide for help.
9. **Draugr** does a great job of deodorising wool when wet and removing the smell, however additional premium deodoriser can be added to your rinse tank or alternatively sprayed lightly at the end.

### **PRE-SPRAY**

**30 ML Per Litre**



### **IN TANK**

**60 ML Per 10 Litres**





# **JOB GUIDE WOOL**

***Extremely heavy grease soiled area.***



***Please note when dealing with grease,  
Multiple applications and Scrubbing may  
be required to emulsify before extraction.***



# JOB GUIDE WOOL

## **Extremely heavy grease soiled area.**

1. Thoroughly Pre-vacuum area.
2. Mix **War Hammer** Pre-spray at 30ml per litre.
3. Apply a heavy amount of pre-spray to the carpet using overlapping passes.
4. Allow Pre-spray to sit on carpet for 15 minutes. During this time the product will break down soils and deodorise the carpet.
5. Once dwell time is complete use mechanical scrubbing methods to thoroughly scrub the carpet.
6. Rinse extract the chemical using **Harmony** acidic rinse, This should be mixed at 30ml per 10 litres in your clean water tank.
7. Make slow passes using your carpet cleaning wand and for every wet pass make sure you follow up with at least 2 dry passes. Ensure these passes are all uniform and no zig zagging occurs as uneven pile / Sharks teeth can set permanently into wool carpets and be extremely difficult to remove.
8. If any stains remain these can be spotted using a suitable Spot cleaning product. Please see spotting guide for help.
9. Re-apply protective coating with **Asgard** Next generation protection at 1-1 for a long lasting dirt and hydrophobic barrier. This can be done wet or dry.

### **PRE-SPRAY**

**30 ML Per Litre**



### **IN TANK**

**30 ML Per 10 Litres**



### **PROTECTION**

**1 Litre Per 1 Litres**





# JOB GUIDE SYNTHETIC

*Medium to heavily soiled area.*





# JOB GUIDE SYNTHETIC

## *Medium to heavily soiled area.*

1. Thoroughly Pre-vacuum area.
2. Mix **War Hammer** Pre-spray at 30ml per litre.
3. Apply a heavy amount of pre-spray to the carpet using overlapping passes.
4. Allow Pre-spray to sit on carpet for 15 minutes. During this time the product will break down soils and deodorise the carpet.
5. Once dwell time is complete, manual or mechanical scrubbing methods can be used to thoroughly scrub the carpet. Although not necessary.
6. Rinse extract the chemical using Berserker High alkaline rinse, This should be mixed at 30ml per 10 litres in your clean water tank.
7. Make slow passes using your cleaning wand and for every wet pass make sure you follow up with at least 2 dry passes. On Polypropylene and Polyester carpets zig zagging and sharks teeth will not permanently disrupt the pile, however for a professional finish leave in a uniform condition.
8. If any stains remain these can be spotted using a suitable Spot cleaning product. Please see spotting guide for help.
9. **War Hammer** does a great job of deodorising synthetics and removing the smell, however additional premium deodoriser should be added to your rinse tank or alternatively sprayed lightly at the end.

**PRE-SPRAY**

**IN TANK**

**30 ML Per Litre 30 ML Per 10 Litres**





# **JOB GUIDE SYNTHETIC**

## ***Urine Contamination.***



***Please note this method is to neutralise urine in the carpets. This will work on a molecular level - However some odour may still be present from the underlay or other items in the room.***



# JOB GUIDE SYNTHETIC

## **Urine Contamination.**

1. Thoroughly Pre-vacuum area.
2. Mix **Invader** Pre-spray at 250ml per litre.
3. Apply a heavy amount of pre-spray to the carpet using overlapping passes.
4. Allow Pre-spray to sit on carpet for 15 minutes. During this time the product will break down urine and deodorise the carpet.
5. Once dwell time is complete use manual or mechanical scrubbing methods to thoroughly scrub the carpet.
6. Rinse extract the chemical using **Berserker** High alkaline rinse, This should be mixed at 15ml per 10 litres in your clean water tank.
7. Make slow passes using your cleaning wand and for every wet pass make sure you follow up with at least 2 dry passes. On Polypropylene and Polyester carpets zig zagging and sharks teeth will not permanently disrupt the pile, however for a professional finish leave in a uniform condition.
8. If any stains remain you can re-apply **Invader** to brighten the area affected and leave in. You may want to use a water claw to flush out heavily contaminated areas. **Invader** will deodorise.
9. If the customer wants to limit any further contamination: Apply **Asgard** Next generation protection at 1-1 for a long lasting dirt and hydrophobic barrier. This can be done wet or dry.

### **PRE-SPRAY**

**250ML Per Litre**



### **IN TANK**

**15ML Per 10 Litres**



### **PROTECTION**

**1 Litre Per 1 Litres**





# **JOB GUIDE SYNTHETIC**

***Gloss paint stairs. End of tenancy.***



***Please note this is a salvage method as mineral solvents could cause delamination to synthetic carpets - or remove glued down tufts.***



# JOB GUIDE SYNTHETIC

## **Gloss paint stairs. End of tenancy.**

1. Pre-vacuum or brush off area.
2. Mix **Dragon Fire** Pre-spray at 250ml per litre.
3. Apply a liberal amount of pre-spray to the carpet using overlapping passes.
4. Allow Pre-spray to sit on carpet for 15 minutes. During this time the product will break down soils and deodorise the carpet.
5. Brush Pre-spray into carpet using manual or mechanical methods - This step is not always necessary.
6. Rinse extract the chemical using **Berserker** High alkaline rinse, This should be mixed at 30ml per 10 litres in your clean water tank.
7. Make slow passes using your cleaning wand and for every wet pass make sure you follow up with at least 2 dry passes. On Polypropylene and Polyester carpets zig zagging and sharks teeth will not permanently disrupt the pile, however for a professional finish leave in a uniform condition.
8. If any stains remain these can be spotted using **Solvent Spotter**
9. **Dragon Fire** does not deodorise, premium deodoriser can be added to your rinse tank or alternatively sprayed lightly at the end.

### **PRE-SPRAY**

250ML Per Litre



### **IN TANK**

30ML Per 10 Litres



### **SPOTTER**

Neat





# NJORD TELESALES BIBLE

## STEP 1 Getting the customers name

**"Hi my name is Y, What's your name?"**

**"Thanks for that X"**

This helps you build rapport. You now have introduced yourself to the customer by giving your name (Y) and have gained their name (X) This will help you close the deal later on!

## STEP 2 How did they hear of you?

**"How did you hear of us X?"**

This will help you determine what price to charge. Has the lead been generated by a recent special offer you are running or have they been recommended by a customer you have already done work for. This also gives you a prime opportunity to identify and log which sources of your advertising are working. For example if they came in off your google ad campaign, you can make a note of this and at the end of the month you will be able to see every customer you quoted off that campaign, every customer you booked and how much money was spent so you can work out your return on investment, and whether the campaign is working effectively.



# NJORD TELESALLES BIBLE

## **STEP 3 Where are they based?**

**"X, Where is the address?"**

This will firstly establish whether or not the job is within your serviceable area, and potentially save you some time on the phone if they are outside of the area you cover. It will also give you an indication of the type of customer you are dealing with whether or not they live in an affluent area or not.

## **STEP 4 Access**

**"Would we be able to park outside the property X?"**

Whether you use Truckmounted or portable equipment, Parking and access is one of the most important things to ask the customer as it may determine a higher or lower price that you will be charging. Does the customer have a nice off the road driveway or are they living in a high rise apartment that has no parking for nearly a mile away? Having to make 4 or 5 trips back to the van or car to complete the work will increase the job time substantially especially if you have to park a 10 minute walk away! Make sure you ask this question to save you the time on the job later. Likewise if you want to charge more for poor access or the high rise building does not have a lift it may not be serviceable at all.



# NJORD TELESALES BIBLE

## **STEP 5 Problem / Solution**

**"How can I help you today X"**

Remember no one wakes up in the morning and decides today is the day they will be getting their carpets or upholstery clean. Its your job as the professional to identify the underlying issue and use this to leverage a solution that works for both you and your customer. If you do this step correctly then Price will become the secondary factor to the work.

## **STEP 6 Get the information**

**"Whats the reason for the clean?"**

This will usually give you the information that will make or break whether or not you will close the deal. If they say "I have freinds coming round this weekend and I wanted the carpet cleaning" Then the deal breaker is availability. They may say that they have just spilled a tub of gloss paint all over their carpets too which is vital information you need to quote and set expectations before your arrival. Has the customer spilled a drink? Ask as many questions as necessary to determine the customers problem so you can supply the solution. We cover this in detail on our sales and marketing course.



# NJORD TELESALES BIBLE

## STEP 7 Pre handle objections

**"So Typically X a job like this will take Z amount of time and will take between 2 and 24 hours to fully dry, We have availability from as early as this date"**

Now is the time to present any possible issues, EG Stains could have permanently discoloured the carpet.

### Example

**"Stains on wool in many cases can permanently dye the carpet and cause an irreverisble mark. We will do our best on the day to remove or reduce but I just want to let you know that this isn't always possible."**



# NJORD TELESALES BIBLE

## **STEP 8 Closing the deal**

**"We can do the job on Z date and time would that be convenient with you?"**

**"Great, Total cost will be Z amount and we accept Cash / Card booking fee / balance on completion."**

**"Would you like me to confirm that?"**

Tweak this to fit with your businesses policies. You have now presented the customer with a solution to their problem, identified any potential problems or issues and have quoted a price that is fair for the work and that you are happy with.

For most customers this will be enough to proceed to finalising completing the booking.



# NJORD TELESALLES BIBLE

## STEP 9 Handling Objections

If you have followed the above steps - You shouldn't have many if any objections. With availability you may be able to use this to your advantage to get them booked. For price unless you have added money on to knock off stick to your prices as this is how much you need to complete the work and make a profit. Always listen to the customers objection before handling accordingly.

### Price Objection

**"By how much is the quote too much?"**

**"X I wouldn't be able to lower my price without lowering the standard and quality of my work. Remember the issues / Problems we talked about - My solution is going to rectify these and although we aren't the cheapest company we always offer our customers as much value as possible."**



# NJORD TELESALES BIBLE

## Availability Objection

Where the customer needs it doing before a certain date that you can accommodate.

**"X, If I can complete the work by this date could I confirm your booking now?"**

## Talk to the partner

**"X, I hear this response a lot. Usually, It means there is something your not happy with maybe our price, availability or the level of service we offer. Is this the case?"**

This gives you one last chance at open conversation before the customer puts the phone down. They could have an issue with price, Availability or that you can't provide a solution to their problem.



# NJORD TELESALES BIBLE

## Last Offer

This is your last stand to close a deal before the customer calls you back another day - Or calls a competitor. These are conditional closes meaning the customer has to book NOW not later to receive these added benefits. Make it clear that if they let you know or call back at a later date these options will no longer be free.

**"X, If I can confirm this right now I will treat your home for FREE with one of our premium deodorisers. These cost me a lot more money and last significantly longer than the standard ones used in our industry, Sometimes weeks longer rather than hours. I wouldn't normally do this but if I can confirm Your booking NOW i would be happy to do this at my cost. Sound Fair?"**

**"If I could do the job for Z price can I get your booking confirmed now?"**





Thanks for reading our guide and we hope that our products help you get better results faster - And more Recommendations!

***"Quality is remembered long after the price is forgotten."***

Always charge your worth, The customer will forget that the price was high for quality but will not forget how you treated them and how good you made them feel!

***"Todays customer is tomorrows customer."***

The price you charge the customer today is going to be a similar price to what they will pay the next time they book you in. Never start with the intention of being cheap now and increasing your prices later.

***"Prices are only ever going to go up."***

Over our logged history, prices have only ever steadily increased over time. Make sure you don't stand still in a economy which is ever growing .

***"Your equipment and vans will not last forever"***

Don't make the mistake that many other cleaners do, Not making a profit to cover the replacement of these expensive items over time.