



MARKETING

HomePro

INTRODUCTION

The **HomePro Program** is designed with two important things in mind. It is a very effective marketing tool that will put your name in front of your customer on a regular basis, and it is a very safe and effective spotter for your customer to use around the home or office to remove spots and spills between regular cleanings. This program is typically used in one of three ways:

1. Sell the product to the customer at a profit.
2. Give the product away with each cleaning.
3. Offer a free refill each time you return to clean.
(Refill with Avenge)

PROCEDURE

- Go to www.OrderHomePro.com and fill in the order and customization form.

THE PRODUCT

HomePro is a neutral detergent solution ideal for spotting and safe on virtually all types of carpet and upholstery. **HomePro** will take out virtually all water-soluble spots and spills, and many solvent-based stains as well. If **HomePro** is not the correct chemical for the spotting job, it will not set the stain. **HomePro** is one of the most widely used products in the industry due to its effectiveness and safety. For this reason, it is the ideal spotting chemical to give or sell to your customer.



Accessories

Other possible items to sell with HomePro. Many cleaners like to give or sell their customer a **Tamping Brush** and **Towel** with the **HomePro**, and show them the proper way to remove a spot without damaging their carpet. This provides a nice add-on sale and is good customer service.



Tamping Brush
Description: *Tamping Brush*
Purpose: *Agitation to loosen soils.*



White Spotting Towel
Description: *Spotting Towel*
Purpose: *To absorb liquids and stains (blot, do not rub).*

HELPFUL HINTS – Never leave a customer’s home or business without offering them a bottle of **HomePro**. If you can get them to use **HomePro** instead of a traditional home remedy, you will have a lot fewer spots to clean up the next time you return. In addition, you are helping the customer protect their investment so they do not damage their furnishings with unsafe, aggressive chemicals. Your customer will also see your name on a regular basis, and many times will call you to purchase more.



The **HomePro Program** is the most effective customer-retention program available. Your customers will use this product often, and will absolutely love it.

Quick Guide

PRODUCTS NEEDED

- HomePro Spotter
- Tamping Brush
- White Spotting Towels



Other Resources

Bridgepoint Oriental Rug Cleaning
Manual and Course
www.InterlinkSupply.com
To locate your nearest Interlink Supply
Call 1-800-660-5803