

## Staying ahead of the curve

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As a service provider to other facilities, your company is tested on a daily basis. What steps can you make to stay out in front of your competition?

The pressure washing industry as a whole has evolved into a full service industry. Your customers are looking for problem solvers as well as cost effective solutions. I will be talking about a few ways you can improve your company's image as well as boost your sales. Not all of these suggestions may fit your business model and feel free to pick and choose what relates to you.

**Grease Management:** Facilities are now being pushed by the EPA, health inspectors, and local fire marshals to change the way their facility operates. Acceptable practices have been changed every year, sometimes even more often. Your company can take advantage of these changes as well as help save your clients money by offering services that will lessen the amount of exposure, utility costs, and labor costs your clients are being forced to pay by simply doing things the hard way.

In the past, outsourcing has been looked upon as a bad thing by some workers of larger corporations. However, in our industry, outsourcing is the way of the future to keep costs down for facilities, as well as limiting your customers' exposure. Here are a few services that will save your customers thousands each year while making your company harder to replace:

Grease Filter Exchange has the potential to lower the facility's grease disposal by up to 70 percent! This same service will save, on average, up to five percent of your clients'



labor costs, as well as hundreds of dollars in chemical, water, sewage, and electric expenses. The potential savings is thousands a year for your customer.

**Rooftop Grease Containment:** while not a new service and often looked upon by your clients as an expensive solution to rooftop grease collection – has been proven to save clients significant money. Many studies over several years show that the amount your client will spend to replace a roof in a five-, 10- or even 20-year time frame will be significantly more than a simple grease containment product that will only cost a few hundred dollars each year to maintain. There have been many products to enter the market as well as ideas on how to collect, retain, or redirect the grease flow. The one thing to keep in mind when deciding what products to offer your customer is what system will work most effectively for the situation your customer is having. What this means is a four-sided system may not be the best thing to install on a pizza oven fan.

**Grease Dumpster Containment Solutions:** finding a good solution is key to this problem that plagues most facilities. Dumpster pads, for years, are the part of the restaurant that is kept out of sight, out of mind until it is too late. By then, the facility is being forced by the



**Before and after dumpster pad cleaning courtesy of Carlos Gonzales, New Look Power Wash, [www.NewLookPowerWash.com](http://www.NewLookPowerWash.com)**

landlord or, even worse, an official, to clean the mess up.

Anyone who has been pressure washing for some time now knows that cleaning up a grease spill on a dumpster pad is not an easy process, and could end up costing the facility hundreds if not thousands to do properly. Simple solutions like the LaneGuard from Omni Containment Solutions will save your customers significant money each year in cleanup and fines!

**Updating your services:** Simple yet effective tools will allow your company to not only offer more to your clients, but also increase your professional image.

Picture program: using services like DropBox will allow you to store and share pictures with your clients the moment services have been performed. DropBox also allows you to create separate sharing folders as well as special access for your employees and management

staff to view, add, or delete photos from the folders. There are many programs out there similar to DropBox; choose the one that works best with your systems.

**Smart Phones/Tablets:** these allow your employees and management staff to better communicate and share information about job information, pictures, and service reports. There are hundreds of apps on the market that will make your life that much easier. Afraid of employees breaking the device? OtterBox makes the case you need to ensure the life span of your devices. Make it a work-only device that employees must sign out before service and turn in afterward.

**800 numbers:** these are not a thing of the past anymore considering the offerings that cloud services now offer. Companies like AT&T, Grasshopper, and many more offer a cloud service that your customers can call into and enter the extension they wish to speak to, then the call will be forwarded to either a land line or a cell phone. The services are typically one flat monthly fee and you do not have to pay the tolls of the incoming calls. Well worth the upgrade.

**Contract programs:** SignNow and others are a great add on to limit the amount of paperwork that you have to keep on hand to fill out CASR or service contracts. SignNow is an annual-fee service that will pay for itself in paper alone. This program allows your customers to sign contracts on your smart phone or tablet, as well as email a copy to your customer for signing.

The most important thing to keep in mind with the upcoming years of business is how you will remain the best option for your customers to call. Simple add ons like this will give you a shoe in, but ultimately will depend on your company's ability to adapt to change. Never be satisfied, and always look for better ways to show your customers you care.

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