



Diversification Program

ADD-ON SALES

Pricing and Income Potential

Here is a brief description of just a few items you could be selling on every job.

Spotters

Avenge Private Label Spotter (12 oz.)

Cost	Sell	Profit
\$3.73	\$14.95	\$11.22

Groomers

Grandi Groomer

Cost	Sell	Profit
\$15.09	\$29.95	\$14.86

Grandi Brush

Cost	Sell	Profit
\$21.03	\$39.95	\$18.92

Perky Groomer

Cost	Sell	Profit
\$10.50	\$14.95	\$4.45

Just these few items alone could easily bring in over \$100 a day per truck in added revenue for your company while significantly increasing customer satisfaction, technician bonuses and company profits.

Add-on Sales - Professional cleaners know that their chemicals, equipment and cleaning accessories are vastly superior to anything the customer has available to them through retail outlets such as home improvement stores. You are doing your customer an incredible service by introducing them to superior cleaning products and accessories.

Many cleaners shy away from add-on sales because they think they might make the customer angry or jeopardize the job. Nothing could be further from the truth. Can you imagine buying a stereo and not having the salesman suggest you pickup the right cables to hook up the speakers? That's an add-on sale. The salesman is giving you the best service by educating you about the options.

A few examples of add-on sale items include, but are not limited to, spotters, deodorizers, Groomers, sliders, sprayers, brushes, sponges, leather cleaning products and of course, carpet and upholstery protector.

The **HomePro by Design Program** allows you to easily introduce your customer to a full line of home cleaning products via an easy to use and navigate web site where they can purchase the products they need and watch informative educational videos on how to use them. You will earn percentages of every purchase made by your customer to add dollars to your bottom line for as long as they are buying the product – all for only a few minutes of your time to introduce them to the program.



You can easily earn \$600 to \$1,000 per month while hardly lifting a finger and there is no stocking or handling of any inventory. The web site is operational 24/7 so you can make money whether you are working or not.

Product List (Suggested items to perform this service)

Add-On Opportunities for Every Cleaner

- | | |
|----------------------------|---|
| Grandi Groomer | Avenge or HomePro Private Label Spotter |
| Grandi Brush | |
| Perky Groomer | Maxim Advanced Protectors |
| Handi Groom | |
| Handi Brush | |
| Whiz Groom | |
| Jump Start Add-on Sales CD | |

HomePro by Design

Contact a HomePro by Design professional at 800-948-1781 to learn more about this incredible program.

Enroll Today - Earn Today

Educational Resources

- Bridgepoint Jump Start Add-on Sales Training CD
- Home Pro by Design Kick-Off Seminar

Marketing

- Home Pro by Design Catalogs
- Web site for Home Pro by Design - homeprobydesign.com

Other

Your customers are purchasing these products now from various sources. These products are fair at best and your customers receive no training or support. The **Home Pro by Design Program** introduces them to "Professional Grade" products with the training and support needed to maintain their furnishings in a safe and effective manner. You get asked all the time, "What should I use to clean and maintain this? Now you have the perfect answer and you make commission on every purchase they make while tying them to your company forever.

BRIDGEPOINT

SYSTEMS

www.BridgepointSystems.com

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