



Diversification Program

CARPET/FABRIC PROTECTION

Pricing and Income Potential

Look at the following example comparing the revenue earned for carpet cleaning as compared to Maxim Protector.

Example: 1000 sq. ft of carpet cleaning

Cleaning at \$0.32 cents per square ft. (including furniture moving) ...\$320.00

Cleaning, set up and tear down.....3 hours.

Rate earned per /HR.....\$107.00

Apply Maxim Advanced Protector at only \$0.16 cents per sq. ft....\$160.00

Time to apply protector:.....20 min.

Rate earned per hour.....\$480.00

If you sell Maxim Advanced on only 20% of the carpet cleaning jobs and you average 10 jobs per week, that's 104 protector sales per year. Your added profit will be over \$14,000 per year, per truck.

If you sell 80% (yes there are companies that do this) of the carpet cleaning jobs you do, and you average 10 jobs a week, that's 416 protector sales per year. Your added profit

Putting more money in your pocket on every job has never been easier. Every major survey done of consumers who had their carpet professionally cleaned has demonstrated that over 80% were interested in the benefits of having a protector applied.

Bridgepoint's Maxim Products make spots and spills clean-up much easier. The two levels of protection (stain protection and soil resistance) also make vacuuming more effective. **Maxim** reduces carpet wear and prolongs the life of the carpet especially in high traffic areas.

Using the tools supplied in the **Maxim Advanced Sales Kits**, you can professionally demonstrate the real value of carpet protection right before your customer's eyes. Seeing is believing!! All you need to do is commit to offer every cleaning customer **Maxim Advanced Protector**.

Product List (Suggested items to perform this service)

Maxim Advanced Carpet Protector
Maxim Advanced for Upholstery
Maxim Advanced demo kits
Maxim Fine Fabric
Flexi Pro Sprayer

Extra 2.9 gallon bottle with lid for Flexi Pro Sprayer
Wall Charger for Flexi Pro Sprayer
TCBS three gallon pump sprayer
Grandi-Groomer

Educational Resources

- Attend a Maxim Advanced Mini Sales Seminar at an Interlink Supply location near you.
- Maxim Sales System DVD
- Interlink Supply Website www.interlinksupply.com just click on "Resource guides"

Marketing

Maxim Advanced Sales System including:

- Brochures
- Maxim Advanced Sales System DVD
- Protected & unprotected carpet samples
- Treated blotter cards
- Warranties
- Red drink mix with bottle

Other

With the tools provided in the **Maxim Advanced Sales kit**, simply hand your customer the brochure describing all the benefits. Run the blotter card or treated carpet sample under the water in the kitchen sink while explaining the protection they receive from **Maxim Advanced** and let them see the results. Give them the price and ask for the sale. It's that easy!



www.BridgepointSystems.com

800-658-5314

