Santoemma South Africa

TRAINING AND PRODUCT KNOWLEDGE

A Sales Rep's Guide to Selling the SANTOEMMA FOAMTEC 30/70 Including Area Assessment and Comparative Costings

To be used in conjunction with the Santoemma brochure

The whole cleaning industry's focal point is to clean to the highest level possible, as fast as possible for as cheap as possible.
Contract cleaning companies generally concentrate on getting this balance right.
This is what we are offering with the **SANTOEMMA FOAMTEC** systems.

The contract cleaner *operations manager*, *sales rep* or *owner* usually responds well to talk of saving them monthly contract costs, reducing labour, providing a cleaner area and providing it immediately after the cleaning process.

The **SANTOEMMA FOAMTEC** systems are a new concept in the South African market and they often need an educational selling process for close the deal. So understanding the system is important for the Santoemma distributor sales rep.

What do we compare this system to?

The SANTOEMMA FOAMTEC system is not comparable in its functionality to any other cleaning machines currently available in SA. It incorporates chemical foaming, high pressure spraying (rinsing), mechanical cleaning action and vacuuming all in one machine.

It is possible however to combine a compressor, a pot foaming unit, a wet & dry vacuum cleaner, a high pressure cleaning machine and other small accessories together to do a similar job, but then you end up with multiple units crammed into small areas. The Santoemma systems could be compared to this.

To give an easier understanding, we compare the FOAMTEC process to what we call, **"traditional cleaning".**
Either "monthly deep cleaning" or "daily maintenance cleaning" is done this way. This is a labour intensive, manual cleaning process with spray bottles, mop and buckets and cloths. There are many cleaning companies in South Africa that clean like this.

The FOAMTEC system is designed to give a more intensive clean (than traditional cleaning), with less labour, so this can be done as regularly as maintenance cleaning is done.
Possibly even every day.

This is a change in how contract cleaning companies have always viewed "deep cleaning" and "maintenance cleaning".

Is this an expensive system?

A contract cleaner will either do a "once off" or "recurring" cleaning contract. Either way, this unit is meant for ongoing cleaning and therefore it is important to generate a monthly or daily cost.
There will be an initial capital expenditure on the system, but as with any large equipment, it is usually amortised over the period of the contract.
This means that when selling these systems, the cost should always be broken down into smaller amounts.

The comparative costing section will give you an idea of how profitable this system can be for contract cleaners and what it achieves.

What are the prices of the machines?

Our South Africa Range and list prices are as follows – July 2011:

FOAMTEC 30	*R47 200.00 excl VAT*
FOAMTEC 70 (only available ex factory Italy)	*R59 000.00 excl VAT*
EVELINE	*R11 500.00 excl VAT*
BIANCA BATTERY	*R12 200.00 excl VAT*
IDROFOAM RINSE	*R32 300.00 excl VAT*

What are the important selling points?

Because the sales process is an educational one, it is important to highlight the following points:

- ***Systems is directly compared to:***
  - ***Current physical cleaning methods***
  - ***Current performance rate achieved***
  - ***Current labour capacity***
- ***As with big equipment, the capital expenditure is usually amortised over the contract period which gives a monthly and daily cost***
- ***The result is noticeably better when compared to traditional cleaning***
- ***There is no need for drainage to be present – can be used in a totally closed area***

How do you say whether an area is suitable for cleaning with this system?

Helping the contract cleaner work out how much they are going to save on a contract is where the crux lies in the sale. Once they have a monetary amount that they see they will save through a reduction in physical cleaning time and a reduction in staff, then the sale is very near the close.

The assessment of a facility or an area to be cleaned is critical to quote accurately on the cleaning costs. ***Cleaning quickly***, to a ***high standard*** with ***reduced labour*** are the key issues for a contract cleaner to be competitive in quoting. This section focuses on the performance of the system and this is measured in how many m^2 can be cleaned per hour.

The following costing is all approximate and will differ slightly depending on the contract. The figures used are quite accurate and are based on trials and demonstrations that we have done. Please note that with a skilful cleaning team there is room for increasing the performance.

There are very many variables to the cleaning process, but in order to standardise on the assessment, the following points are applicable:

- We measure the time it takes to clean a square metre in seconds.
- We recommend only measuring two dirt levels:
  - *Relatively clean*
  - *Relatively dirty*
- When assessing a facility to clean the surfaces are broken up into
  - *Floors*
  - *Walls*
  - *Fixtures*
  - *A combination of any or all three of the above*

THE FOAMTEC CLEANING PROCESS – tasks done per square metre

- *FOAM*
- *SCRUB*
- *WIPE*
- *RINSE*
- *VACUUM*

APPROXIMATE TIME IT TAKES TO CLEAN AN AREA PER m²
This can vary greatly depending on what the dirt consists of.

30 seconds – for a *relatively clean* area
50 seconds – for a *realively dirty* area

REAL WORLD EXAMPLE –

We want to see how long it is going to take to clean an area, based on measuring and on the performance rate.

SQUEEZE – Juice factory, Cape Town

Squeeze produces bottles fruit juice from pulp. They have an epoxy cooated floor, enamel painted walls and machinery with conveyor belts. The area has not been deep cleaned for 6 months.

The assessment of the area shows: relatively dirty
(mouldy, splattered, gungy)

Total Area size:	144 m² (includes: floor, walls and all fixtures)
Floor Size:	70 m²
Actual total set up & set down time:	30 minutes / 1800 sec
Actual total cleaning time:	120 minutes / 7200 sec

From the area measurement and time it took to clean, we calculate that the time it took to use the FOAMTEC CLEANING PROCESS as listed above as follows:

50 seconds per m² - relatively dirty for the total area size.
This includes measuring floor and wall area.

For the person doing the assessment, a measurement of the floor size only would be a quicker process than measuring both floor and walls. So based on this, the time per m² is as follows:

102 seconds per m² - relatively dirty for the total area size.
This is just measuring the floor only.

Costs

General costs that are calculated for a job are:

- Transport (petrol, vehicle, etc)
- Machine rental
- Chemical usage
- Labour

These costs differ from company to company as there can be many variables, but through our trials, we have calculated that the average cost for a team per day is R2500.00.

We want to get an idea of how profitable the system is in for the contract cleaner in practicality, so it is important to explain how we got there. But based on this “assumed” cost we can work out the following example.

Team 1

- 2 x Cleaners
- 1 x Machine Rental
- 1 x 5 Litre Chemical
- Transport for the day

The team cleans only on week days. Only one shift per day. 8 hours.

Although, the practical time that the team will actually be cleaning is 5 hours / 18 000 sec.
(The other 3 hours are taken up by transport to site, or setting up, lunch break or smoke break. So the machine will only be working for 5 hours in a shift.)

So the actual cleaning taking place is:

5 hours / 18 000 sec per day,

So based on the daily cost of R2500.00 and working for 5 hours. It calculates back to the following:

- cost per second is R0.13
- at 50 seconds per m²
- cost per m² is R6.50

Area cleaned per shift360 m²

A relatively competitive selling price per m² (this is compared to the traditional method) is R20.00 per m².

So to calculate the monthly profitability based on our calculations.

Cost per month	***R 50 000.00***
Selling per month	***R144 000.00***
Profit	R94 000.00
GP percentage	65%

Costing Conclusion:

The Santoemma Foamtec 30 Cleaning system is very profitable as a cleaning business.

Santoemma Foam, Rinse and Vacuum Systems.

What are we cleaning?

The commercial cleaning industry in South Africa is besotted with dirt. Weather you can see it or not, the money invested in removing this little noun, runs into the millions of rands. But what is dirt?

Dirt

- a substance, such as mud or dust, that soils someone or something
- a state or quality of uncleanliness

Dirt comes in many varieties and is removed by many methods. We discuss some of the varieties and methods here.

Where is the dirt?

Unlike material (upholstery) and carpets, which have depth, hard surfaces only holds dirt on the surface itself. They are traditionally easier to clean.

All surfaces have a profile or are textured in some way. Even if the surface looks very smooth, it can still have microscopic grooves that can trap dirt particles.

Surfaces can also carry a positive electrical charge that attracts and holds dirt particles.

All surfaces on earth also have a natural biofilm covering. This is a high concentration of micro-organisms or bacteria held together by a very tenacious biofilm matrix. The matrix is composed out of organic components such as exopolysaccharides and proteins. The matrix functions as a kind of a shield protecting the bacteria from the outer world.

What level of cleaning do we want?

Often the desired result required is just visual. i.e. “Does it look clean?” Dirt build-up however is influenced heavily by the state of the microscopic grooves and level of bacteria. So it makes sense, that if the microscopic surface and bacteria is dealt with, then the surface will both “**be cleaner”** and “**stay cleaner”** for longer.
Different areas also require different levels of cleaning. i.e. A warehouse storing bricks needs a very different cleaning result to a men’s toilet at a shopping centre.

The **Santoemma foaming systems** are designed to address the latter cleaning areas.

How do we clean?

It is well known that detergents are needed to clean any surface. Cleaning with water is very seldom effective, although it does play a critical part in the process. Mechanical action i.e. scrubbing, also plays an important role in removing dirt particles from surfaces, but is not always necessary.

Detergents

There are very many detergents available, but generally they are alkaline, neutral or acidic. Choosing which would be better to use, depends of the surface and type of dirt that is on the surface. Detergents also contain other ingredients that have other functions. i.e. disinfectants (kills germs), polymers (protective) and abrasive particles (surface conditioning)
Solvents are not classified as detergents but they can produce similar results.
Detergents are designed to attach to dirt particles and allow them to be released from the surface. The dirt particle becomes water soluble and ends up floating in the cleaning solution. It can then be removed from the area.

Contact Time
Detergents need to be on the surface for a minimum time period. The ingredients need time to release or dissolve the dirt, although this is also dependent on the type of chemical used. It is of utmost importance to use the correct detergent for the job.
There are “spray on, wipe off” chemicals available on the market but these often contain solvents. Solvents, though effective in removing oil based dirt, can often damage surfaces.

Detergents and Surfaces

Floors
Cleaning a floor is the simplest form of cleaning. It is a horizontal surface that can be flooded with a mixture of detergent and water. The floor, being horizontal holds the cleaning solution on the surface giving contact time. The detergent in the solution works at releasing the dirt particles.
Add mechanical action and rinsing to the process and the result is effective cleaning.

Interior Walls and the Underside of Horizontal Surfaces
Walls with tiles, mirrors and fixtures all have vertical surfaces or upside down horizontal surfaces. If using a normal water and detergent solution on these surfaces, gravity causes the solution to run off. This reduces the contact time and therefore the effectiveness of the chemical.

Foam Cleaning

Santoemma Foam Rinse vacuum systems are based specifically on using foam to clean. The benefits of foam cleaning compared to liquid cleaning also pertain specifically to vertical and upside down horizontal surfaces.

Benefits
- Allows chemical to have contact time of up to 10 minutes (depending on foam density).
- Allows chemical contact on all surfaces. i.e. flat, contoured, 3 dimensional, vertical and horizontal.
- Has a visual cleaning effect. i.e. the operator can easily see where the chemical is and is not.
- The operator does not get wet or in contact with the chemical by reflecting cleaning solution.

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