

## Let Sanitone help you SELL your Route Service!

*Sanitone's Advertising Program includes all the resources you need to promote Pick-up & Delivery Service to your customers.*

*We offer door hangers, hang tags/stuffers, postcards, emails, website referral, and more at very reasonable prices. In addition, our photography is exclusive to Sanitone licensees and the drycleaning route business. Everything is customizable including the color of the bag! We will match your company colors, add logos, and use the photos you choose, including your own.*

*Contact us at 1-800-543-0406 or go to [www.sanitone.com](http://www.sanitone.com) to find out more and begin your advertising project.*



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**1-800-543-0406**  
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*and*

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# Ron Herrmann's 10 Keys to Success in Growing your Routes!



*Written by*

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# 10 Keys to Success in Growing your Routes!

## Hire Slow...Fire Fast

*There's an old adage that says just that. Yet, for some reason, owners in the drycleaning industry usually do the exact opposite, usually hiring a warm body to fill an opening and regretting it a few months later. The costs involved in a new hire and what a good salesman can do for you make this an investment more than a hiring and should involve serious thought. Even worse is not cutting the cord early and admitting that a bad hiring was a mistake. Your Route Team will only be as strong as its weakest link. A poor performer will lower the standards for everyone!*

## Interview/ In the Field Audition

*Look for a superstar and craft the interview questions to challenge them. Too often the "So tell me about yourself" and "Where do you see yourself in 5 years" softball questioning does nothing but embolden the interviewee to craft his answers to what he thinks you want to hear. With so many unemployed looking for work, many of the candidates are almost professionals in the interview process and know exactly the buzz word answers you want to hear. Most owners have never knocked on a door and don't think as a salesman does. Having a professional consultant prescreen them over the phone, conduct the interview and take them out for a 3 to 4 hour audition actually knocking on doors is a real eye-opener for both the recruiter and the candidate and will save you in both time and money!*

## Professional Training

*The usual trainer for a new hire is usually the previous driver or even worse, a production manager or owner. In most cases, the trainee will only grow to the success level of his coach. Your goal should be to improve the team and not to limit its success by incorrect training. With 19 years of experience and selling thousands of customers, my goal is to fire up your sales efforts and challenge your new hire to achieve their highest potential!*

## Sell...Sell....Sell

*The key to any growth is new customers...daily!! You can't create dry cleaning users. Every new route customer that you bring onboard comes from your competition's front counter.... and vice versa! Looking for the sales opportunities during the route day is a given. Selling after hours and always being ready to give out a card or brochure in the evening is what makes a good salesman great!*

## Professionalism Sells!

*Your driver wearing a ball cap, shorts and beat up sneakers will not convince a prospect at the door that your company relates to their needs or values the professionalism that this industry deserves. Your employees need to represent your product!*

## Referrals...Solid growth through your Satisfied Customers!

*You don't have to do it yourself!! You have plenty of customers who love your company and the convenience you provide with your route service and would love to promote you....if asked! It's not their job to make you successful! They are not spending their time wondering whom they could tell about the route service. You have to take the step to ask for the referral*

## Retention....Have a plan!

*Bringing 5 customers into the front door and allowing 4 to leave out the back is no way to grow a business! Your driver must be held accountable to monitor inactivity on the route or you'll just be churning them monthly. A full system of home visiting, we miss you door tagging and phone calls is the key to retention and is vital for growth! Your driver doubles as a retention manager if he uses the manifest properly each day, looking for inactivity!*

## Website and Internet Marketing

*Your website and Facebook page are vital to your company's growth. In today's market, the prospect at the door many times will not make an immediate decision and will require a follow up visit. Driving them to your website will give them much more information to make a qualified buying decision and establish your credibility and company's professionalism!*

## High Quality Brochures and Sales Materials

*Leaving a professionally designed brochure with services offered, company history, and how the route service works is a necessity to have in today's market. Many of the doors your representative knocks on will not be home. Your brochure is vital to the process of letting them know you were there. Many times, it will take 4 to 5 touches before the yes decision is made!*

## Perseverance ...Everyday growth of the Route

*I want your Business! If you show the prospect that you work that hard to get their business....they'll know you'll work even harder to keep it! It's a marathon, not a sprint! Sales growth requires daily perseverance in new sales, referrals, retention and getting more from your existing customers! My goal as a consultant is to fire up your company's sales efforts!! Please call me at 623-498-0073 or email me at [ronherrmannsells@yahoo.com](mailto:ronherrmannsells@yahoo.com) to help you take your Route's to the next level!*

