

# *ISO Model Course Syllabus*

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## *INITIALIZE*

### **Initialize 1: There are Systems for Solos**

Course Expectations

Lesson 1: Every Cleaning Business Needs Balance

Lesson 2: There are Systems for Solos

### **Initialize 2: You Need Clients Fast**

Lesson 3: You Need Clients Fast – The Why

Lesson 4: You Need Clients Fast – The How I

Lesson 5: You Need Clients Fast – The How II

Lesson 6: Build Trust into Your Network

### **Initialize 3: Getting Great Clients**

Lesson 7: Real Marketing

Lesson 8: Profile to Win

Lesson 9: Creative Marketing I: No-Cost Options

Lesson 10: First Five Promotion

Lesson 11: Creative Marketing II: Outsourcing Options

Lesson 12: Find the Andersons: How to Tune the ISO Marketing Machine

Lesson 13: Creative Marketing III: Marketplace Options

Lesson 14: Next Five Promotion

Lesson 15: Price to Win

Lesson 16: Using the Phone as a Filter

Lesson 17: The Art of the Estimate

Lesson 18: 7 Strategies to Close the Sale

Lesson 19: Meet the Andersons: Incorporating the 7 Selling Strategies

Lesson 20: Case Studies & Additional Tips to Close the Sale

Lesson 21: The Trust Factor I

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## *STABILIZE*

### **Stabilize 1: Complete Office Cleaning System**

Lesson 22: Intro & Setup

Lesson 23: Trash Removal

Lesson 24: Restrooms

Lesson 25: Break Room

Lesson 26: Glass, Spot & Perimeter Cleaning

Lesson 27: Full Desk & Dusting

Lesson 28: Vacuuming

Lesson 29: Mopping & Conclusion

### **Stabilize 2: The Science of Cleaning**

Lesson 30: Master Your Craft

Lesson 31: What is Dirt?

Lesson 32: Learn Some TACT

Lesson 33: Kitchen & Bathroom TACT Examples

Lesson 34: Floor & Window TACT Examples

Lesson 35: Under the Microscope

Lesson 36: Visible & Invisible TBT Examples

Lesson 37: How to Disinfect Properly I

Lesson 38: How to Disinfect Properly II

Lesson 39: How to Disinfect Properly III

Lesson 40: How to Disinfect Properly IV

Lesson 41: How to Disinfect Properly V

Lesson 42: Vacuum System Selection

Lesson 43: Vacuum Specs that SUCK!

Lesson 44: Vacuum System Maintenance & Optimization

### **Stabilize 3: The Art & Health of Cleaning**

Lesson 45: Separate Yourself

Lesson 46: Find Your Signature

Lesson 47: Safety & Cross-Contamination Policy

Lesson 48: Injury & Sickness Prevention

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## *OPTIMIZE*

### **Optimize 1: The Optimizer's Workshop**

LIVE: Optimizer's Workshop with Ken

### **Optimize 2: The Optimizer's Toolbox**

Lesson 49: Trust Factor II

Lesson 50: The Optimizer's Toolbox, Cycle & Scorecard

Lesson 51: Tracking & Killing Parkinson

Lesson 52: Better Cleaning System, Patterns & Equipment

Lesson 53: 80/20 Rule & Client Profile for Speeding Up

Lesson 54: The 4 Types of Clients & Cloning

Lesson 55: The Waiting List & 6 Criteria for Price Increases

Lesson 56: Using the 90-day SMART Goal Framework & ISO Model Scorecard

### **Optimize 3: The Optimized Solo Cleaner**

Lesson 57: You've Optimized! What's Next

Lesson 58: You Want to Stay Solo & Healthy

Lesson 59: You Want to Scale with a Team

Lesson 60: You Want to Sell