

Hard Floor Care – Cleaning Industry Trends, Challenges & Opportunities



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Trends



- New flooring products on market
- New equipment and chemicals
- New customers and expectations
- New ways to reach and communicate
- Employees – Finding and Keeping
- Business Climate

New Flooring Products

- Carpet is Out
- Resilient Tile/Planks (LVT & LVP, others)
- Clay – Porcelain & Ceramic
- Stone – Marble/Granite
- Wood – High End
- Polished concrete



Trends - Technology

- Robotics – Model T
- Digital Connection - Everything
- Chemicals – Engineered Water
- Higher Production Rates –
Double/Triple
- Cell Phone – Asbestos of 2040
- Advetec Waste Reduction System

Challenges

- People issue
- Rapid & Constant Change
- Staying Current
- Government – Taxation and Politics
- Association Domination - Purpose
- Information Control - Media

New Customers/Expectations

- Younger Audience
- Group Living
- Women
- Managers, Bldgs & Estates
- High End or Quantity
- Trained and Certified Professionals
- Satisfy the Customer or Walk



Employees – Finding/ Keeping

- Today's # 1 Challenge
- Hire the best
- Incentives & Opportunities
- Develop the Person
- Attitude is key
- Different ways to pay



Opportunities

- Training
- Work Force Recovery
- Homeless Crisis and the Cleaning and Maintenance Industries

Increasing Profits

- Employees
- Incentives & Opportunities
- Education - Goals
- Create Community
- Sales – Encourage Reward
- Ownership – Partner or ?, Why

Pitfalls



- Many and Varied - Internal
- Failure to follow the Basics of Success
- Written Plans
- Goals - Single Minded Focus
- Action - Everyday
- Persistence & Patience
- Staff Development

Pitfalls



- Many and Varied – External
- Failure to keep up or adjust to change
- New Technology – Apps - Processes
- Market Place – Society – Employees
- Customers -
- Self Development

New Ways to Communicate

- Social Media
- Internet
- Word of Mouth
- Referrals
- Involvement
- Employees



New Equipment/Chemicals

- Stay current – Research – Test
- Maintain – Document
- Keep it looking/running like new
- Technology
- Focus on People, not machines



Resources



- What Are Others Doing
- Search Engines
- Local and National Associations
- Consultants and Advisors
- Books, Chats, Forums
- Contract Services

Eat That Frog – A Book

- All about time management
- All about Focusing Your Energy
- A book that can change your life and business in a positive way.
- Audible or Amazon

Another Book

- The Dream Manager



Closing Comments



Questions - Comments

Enjoy

- Get out on the show floor
- Meet as many people as you can
- Define your future
- Don't give up
- Keep learning everyday
- Work Hard, Work Smart – Grow Others

Thank You.

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