

# Cleaning Times

**January 2009**

To All of Our Cleaning Times Subscribers:

With a new year comes more challenges and opportunities. One of the biggest challenges we all face is how we connect with our customers. Technology is advancing at a rapid pace making the traditional face to face contact with a sales person less frequent. New ways of communication and information access that were virtually unknown a decade ago include blogs, podcasts, Google, social networking, YouTube, text messaging, Twittering, e-newsletters, and webinars, to name a few. Using the new technology can create an opportunity to help improve sales at little or no cost.

However, there is still no substitute for the personal contact that a salesperson can provide to a customer. Harnessing new technology to supplement personal contact in order to deliver training, education and a host of customer related information are new value-added tools available to salespeople to get closer to their customers.



At Multi-Clean, we continue to embrace new technology to enable our authorized distributors to deliver value added tools to their customers. With this newsletter, we are launching Multi-Clean **GreenCasts**, short audio broadcasts that are dedicated to helping your customers adopt green cleaning practices in their facilities.

Here is wishing all of our dealers and friends a healthy and prosperous 2009!

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**What is a GreenCast?** Multi-Clean GreenCasts are short radio style interview programs for the cleaning industry. Designed for distributor salespeople and their customers, the GreenCasts are dedicated to educate and train those in charge of cleaning operations on how to go green.

**How do I listen to a GreenCast?** It's simple, if you have a computer equipped with a media player device like Windows Media Player or iTunes, you are all set. Just click on the **GreenCast** icon and the broadcast should start automatically.

**Where can I find GreenCasts?** You will find them on our website at [www.multi-clean.com](http://www.multi-clean.com). Just go to the site and click to listen.



[Listen NOW](#) to the January GreenCast.

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**Fire Sale!!!!**

Interested in using Multi-Clean's HD-3000 to beautify and protect your garage? If you are, we have a deal for you!

We are discontinuing HD-3000 Tan and selling out our inventory at cost. It takes approximately 2 kits for a two-stall garage.

The parts that are included are:

<b>Product</b>	<b>Part #</b>	<b>Net Price</b>
HD-3000 Tan	909063	\$20.00 each*
Decorative HD-3000 Tan	909163	\$20.00 each*

Individuals may purchase these with a credit card.

\* plus freight charges



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