

ISSA CLEAN STANDARD

Measuring the Cleanliness of K-12 Schools

MANUFACTURER & DISTRIBUTOR TIPS

The Clean Standard: K-12 offers distributors, manufacturers, and other cleaning industry suppliers a valuable tool to effectively compete in the new marketplace. Successful companies recognize that today's reality demands a new approach to selling – an approach based on consultative services; becoming the “go-to” resource for information and innovation; and differentiation. The Clean Standard: K-12 is a key resource in any salesperson's tool box; helping them solidify relationships and position themselves as an indispensable business resource.



WHAT IS THE CLEAN STANDARD: K-12?

Based on the philosophy of “Clean, Measure, Monitor” and an emphasis on high-performance cleaning, the Clean Standard: K-12 establishes a framework to help schools objectively assess the effectiveness of the cleaning process at their facilities, thereby contributing to the quality of the indoor environment for the benefit of students and staff. The Standard focuses on:

- The desired levels of cleanliness that can reasonably be achieved;
- Recommended monitoring and inspection procedures to measure the effectiveness of cleaning;
- How to use the measurement and inspection results to assess and improve cleaning processes and products, ultimately resulting in a clean, healthy and safe learning environment.

The Standard specifically provides “ranges of clean” based on ATP testing, thereby adding an objective, quantitative element to determining whether a facility is truly clean. Further, the Standard contains sample audit forms that should be used to assess cleanliness from a traditional “sight, smell, and touch” perspective.

Ultimately, the Standard is an integral part of a broad strategy to improve the physical environment of schools; premised on health and safety.



SO HOW EXACTLY CAN WE USE IT?

While the Standard applies specifically to K-12 school facilities, it provides a valuable sales tool for distributors, manufacturers and other industry suppliers. As we seek to “change the way the world views cleaning” and demonstrate the true value of cleaning, the Standard serves as a resource that can demonstrate that cleaning is properly treated as an investment in health, safety, the environment and the bottom line.

GO-TO EDUCATION RESOURCE AND BUSINESS PARTNER - THE STANDARD PROVIDES CREDIBILITY WHEN SUPPORTING YOUR CUSTOMERS

- School customers are no longer looking for a supplier who simply provides product. Rather, they are looking for a “partner” who serves as a true business advisor and can help them meet their bottom line goals. The Standard provides a “partnership platform” that is scientifically based and focuses on products, procedures, training and measurement. This helps solidify and create long-term relationships.
- A school customer is looking for information on the latest innovations and processes. Securing an understanding of what the Standard entails positions the salesperson as an “expert” who is well versed in effective cleaning processes and products and who is, therefore, a dependable resource in delivering efficiency and improving operations.
- The Standard can help customers understand “why we clean” by providing a platform for the connection between cleaning, health, and student absenteeism and performance.
- The Standard also works in concert with the ISSA Cleaning Industry Management Standard (CIMS) and CIMS-Green Building criteria to help salespersons position themselves as capable of delivering comprehensive management and operations expertise. By combining the management and sustainability elements of CIMS/CIMS-GB with the measurement and monitoring protocols of the Clean Standard, salespersons are prepared to assist school customers with all aspects of running their business



VALUE-ADDED SERVICE - GOING BEYOND BASIC SERVICE AND PRICE

- Positioning oneself as an indispensable business partner requires providing value beyond traditional services. The Standard provides an opportunity to offer consultative services that are greatly valued by customers. One of the most respected value-added services that a salesperson can perform is conducting a site-based assessment of current cleanliness levels and overall conditions. A salesperson can use the Standard and its sample audit forms to perform assessments, identifying areas - especially high touch points - that may need attention.
- As schools adopt the Standard into their cleaning protocol, salespersons can assume responsibility for measurement and monitoring activities, or at least closely assist customers with these activities. Salespersons who position themselves as a true expert on the program will become trusted members of the team. A seminal question that must be asked is "Is the area being cleaned effectively or do we need to consider a different approach?" The Standard positions salesperson to answer this question.
- The Standard also allows the salesperson to assist in the development of cleaning specifications and bid requirements. As members of the "team," salespersons can now use the Standard to define what is to be included in a bid from a product and system standpoint. They can also help define expectations and key performance outcomes.
- With the specifications set and the outcomes determined (based on the Standard), the salesperson can then use the Standard to help customers run their business more effectively by taking an active role in workloading, staffing and other service delivery activities.
- The Standard also offers a tremendous new opportunity as it relates to training. Whether the salesperson or a representative of the school will be the person who performs the measurement and monitoring (or both), the educated salesperson can take the lead role on conducting training to ensure measurement and technical proficiency. Training is clearly one of the most valued services salespersons can provide and the Standard offers a new opportunity for training as salespersons consider conducting seminars on measurement and auditing.

VALIDATION – SETTING A BAR AND MAKING SURE IT HAS BEEN MET

- The Standard sets a bar for schools to aspire to in terms of the cleanliness of facilities. Once the goal has been established, the Standard allows salespersons to easily demonstrate the effectiveness of products, processes, and systems. Without an objective goal, salespersons have a very difficult time validating that their products and processes are capable of meeting the customers' needs.
- This is especially important as salespersons introduce new and innovative products. The unfortunate truth is that many school customers are using antiquated processes which can unknowingly put students and staff at risk. While customers may be skeptical, the Standard can immediately show that the new product (or process) works...possibly even better! In this respect, the Standard fosters innovation and can further set a company or individual apart.
- Along the same lines, the Standard allows a salesperson to compare products and processes to demonstrate that their products perform better and to ensure that the most effective products and processes are being used. By integrating measurement into the process, salespersons can help their customers better understand which options are best for a particular situation.
- Even if products and processes are effective, there is always the possibility that the workers are not using them correctly. The Standard should be used to analyze operations to ensure that products are being used and systems have been implemented correctly.
- The Standard can justify and validate budget requests. By basing staffing levels on a well-defined outcome, salespersons can assist their customers in justify their budget requests and, in many cases, demonstrate the need for additional investment. The Standard, therefore, helps salespersons connect with school administrators, business managers and principals and demonstrate how cleaning has a positive impact on the bottom line.



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