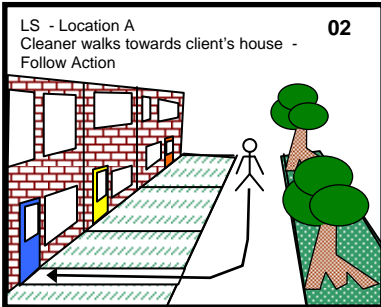


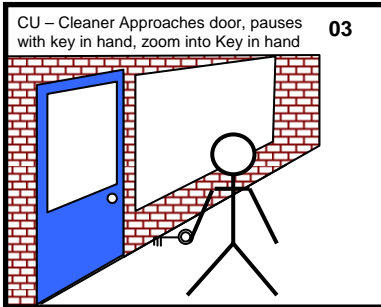
The Key to Professional Cleaning - Storyboard 1

01
3D title sequence from Black Musical Sting

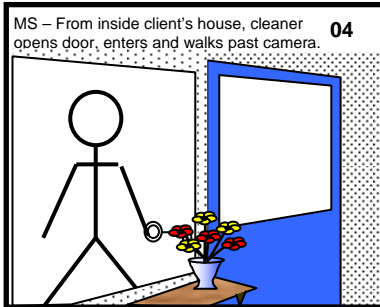
WishWash Logo
The Key to Professional Cleaning



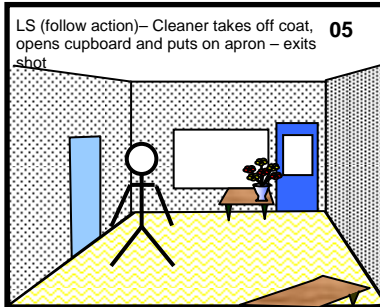
Think about it... Who do you trust enough to give the keys of your home to - members of your family, your close friends, your neighbours? This is an important question to ask yourself,



and will help you to understand the relationship between a professional cleaner and their client.



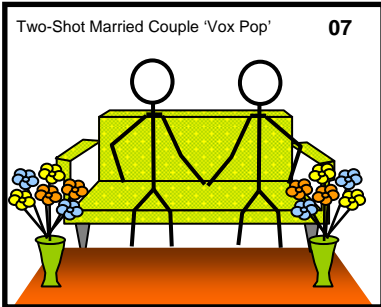
WishWash has built their reputation by making sure that *their* cleaners understand what their



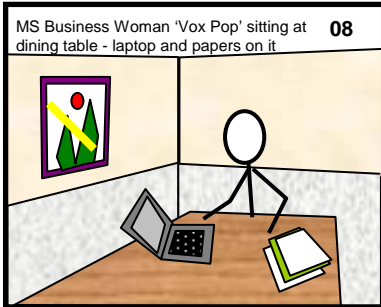
clients expect from them. While each client will have their own specific expectations, they will all demand two main qualities in a professional cleaner

06
Dissolve into Graphic

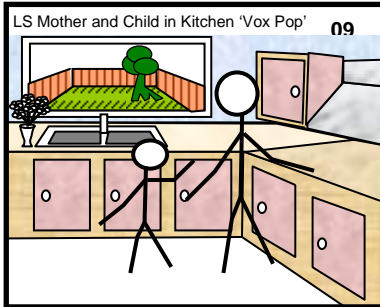
Honesty and Reliability



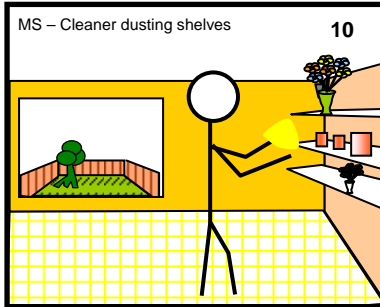
"(WIFE) We want a cleaner who we can trust when we're not here. This is our home.
(HUSBAND) It took us a very long time to get to trust our old cleaner, and that was something we valued greatly."



"I rely on my cleaner a lot. I quite often hold business meetings at home in the evening - sometimes at very short notice. If I have to come home to an untidy house it doesn't make me look professional."



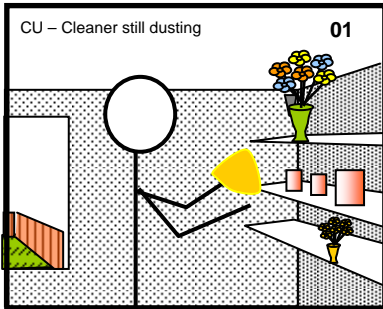
"I'd like to think that I am getting value for money. It is a bit of a luxury for me, so it has to be worth it. Also, with the kids about, I need to know that the house is being cleaned properly - by a professional."



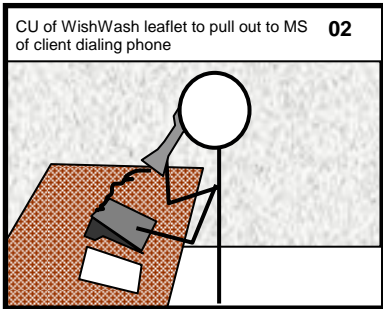
As a professional cleaner your reliability will be shown in a number of ways. However, it is first impressions that really count,

- namely Honesty and Reliability.

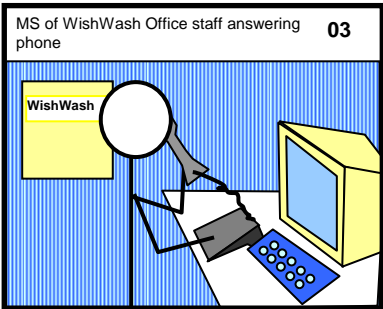
The Key to Professional Cleaning - Storyboard 2



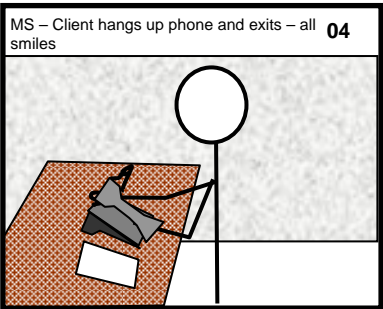
CU – Cleaner still dusting
01
so the initial contact with a new client provides an opportunity to show them just how reliable you are.



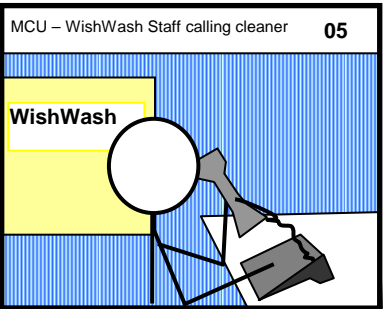
CU of WishWash leaflet to pull out to MS of client dialing phone
02
Once a client has approached us for a cleaner, we will then contact you to offer the work.



MS of WishWash Office staff answering phone
03
If it is the type of job you are looking for you will then have to contact the client to



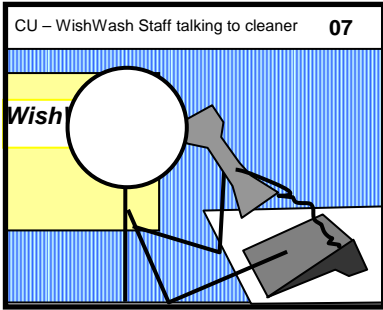
MS – Client hangs up phone and exits – all smiles
04
make an appointment for an interview – and then confirm that appointment with us.



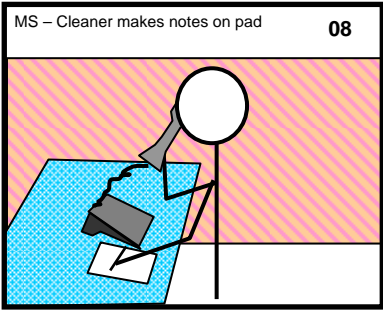
MCU – WishWash Staff calling cleaner
05
When the WishWash office describes the job to you, if you are in anyway unsure if it is right for you, do not be afraid to say 'no'.



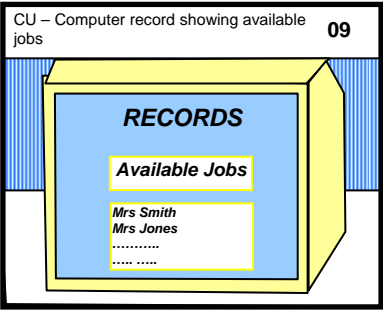
MS – Cleaner's phone rings, enters shot and answers phone
06
It could be that the client lives too far away, or they have pets that you are allergic to, or perhaps the times clash



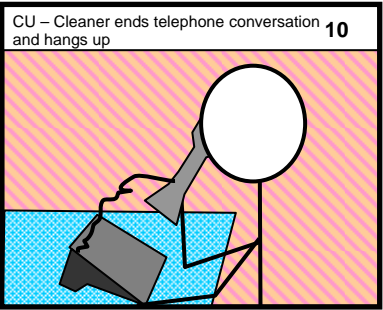
CU – WishWash Staff talking to cleaner
07
with your other commitments. We would much prefer you to turn away the job at this stage –



MS – Cleaner makes notes on pad
08
rather than making appointments with clients who you are unable to provide a reliable service for.

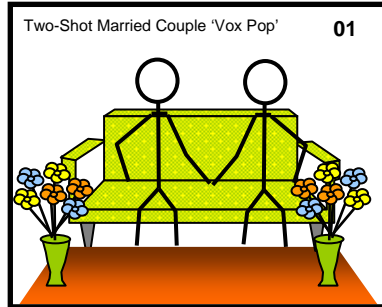


CU – Computer record showing available jobs
09
There will be plenty of other jobs, so it is important that you do not accept a job that is not suitable for you.



CU – Cleaner ends telephone conversation and hangs up
10
Once you do accept a job, you must go after it - arrange an interview, and if accepted, get started.

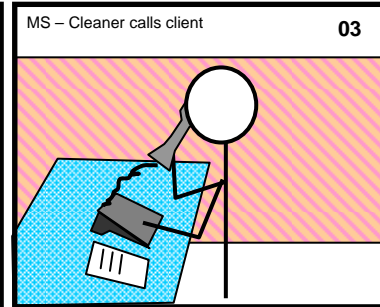
The Key to Professional Cleaning - Storyboard 3



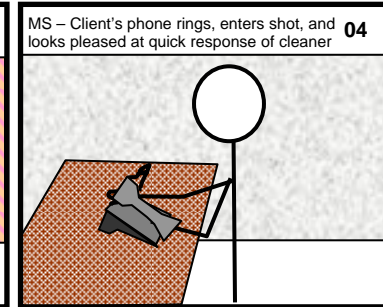
"(WIFE) Before we found WishWash we spent a lot of time interviewing cleaners that really weren't interested - and some who couldn't give us the commitment we were looking for."



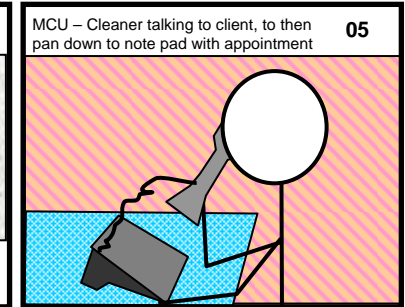
"My time is very precious. If I make time to interview a cleaner I at least expect them to want the job."



If the job fits in with you, your next move is to contact the client promptly for an interview – usually on the same day that WishWash have offered the job.



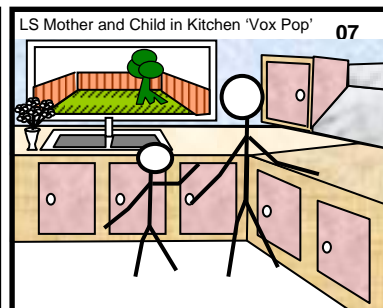
This gives you the opportunity to set a good first impression by showing the client that you are keen. If you change your mind after speaking to the client,



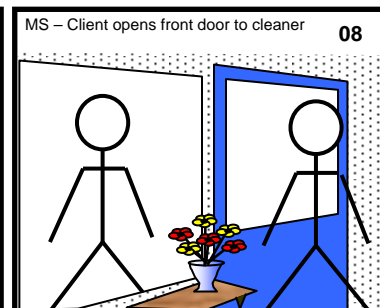
you must let the WishWash office know so that we can arrange for another cleaner. Once the appointment is made you must turn up at the arranged time.



"In my time I've probably had about twenty no-shows for interviews. I couldn't run my business like that and I don't expect anyone else to either."



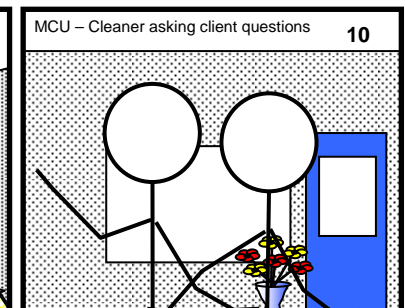
"It is so annoying when you make time to interview cleaners and they either don't show up - or turn up late. It wouldn't be so bad if they rang to say they would be late or couldn't attend."



The interview will give you the opportunity to ask the client questions, as well as giving them the opportunity of asking questions about you.

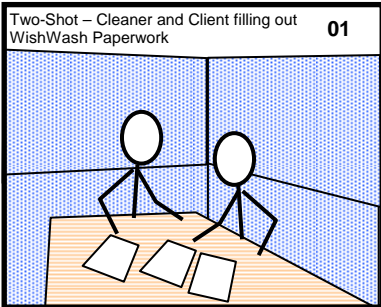


Find out exactly what cleaning work they require, and if you feel that the jobs cannot be completed properly in the time allowed let them know.



Likewise, if you feel that there is not enough work for the allowed time, suggest additional cleaning jobs that you can do.

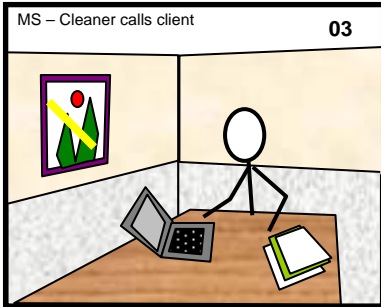
The Key to Professional Cleaning - Storyboard 4



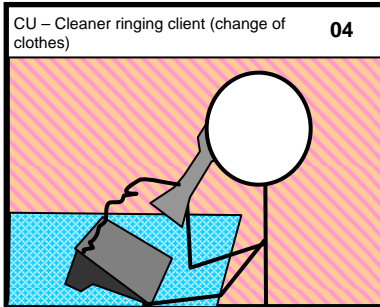
Two-Shot – Cleaner and Client filling out WishWash Paperwork **01**
If you have been successful at the interview you will complete a Task Sheet with your client which clearly lists your duties.



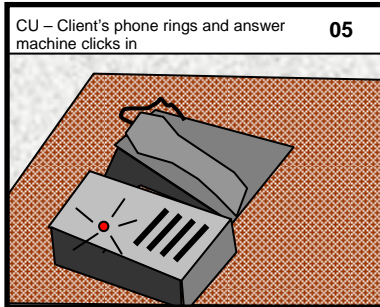
MS – Client shows cleaner to door **02**
Being reliable does not end once you have got a job - your client will expect you to maintain these standards by turning up on time every time.



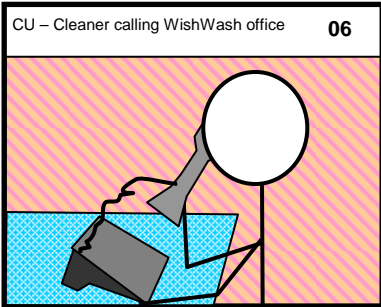
MS – Cleaner calls client **03**
"If my cleaner can't make it I want to know beforehand. It is no use to me if I come home and nothing has been done."



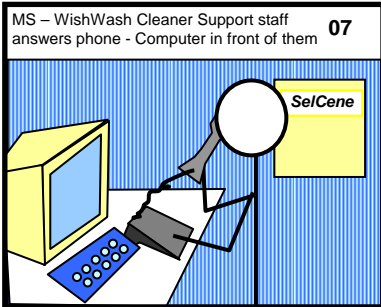
CU – Cleaner ringing client (change of clothes) **04**
If you get a situation where you are unable to get to a job, you must let your client know



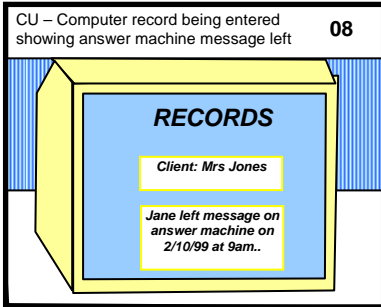
CU – Client's phone rings and answer machine clicks in **05**
LIVE AUDIO
"Hello Mrs Jones, it is Jane your cleaner speaking. I am very sorry, but I have got to take my child to the Doctors..."



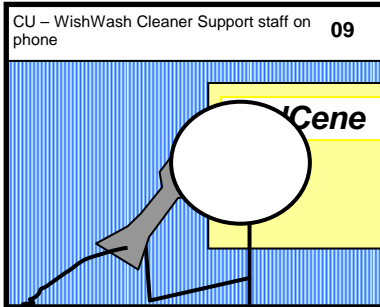
CU – Cleaner calling WishWash office **06**
– and also let your WishWash office know. Your WishWash office uses a comprehensive computerised database. This monitors every thing that happens.



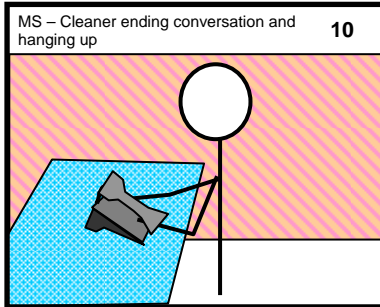
MS – WishWash Cleaner Support staff answers phone - Computer in front of them **07**
It includes details on the clients, cleaners and the cleaning services being performed, and helps us to ensure a constantly high level of service.



CU – Computer record being entered showing answer machine message left **08**
Each time you take on a new client or increase your cleaning hours you must tell the agency so that accurate records are kept.

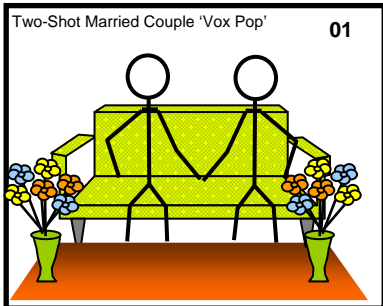


CU – WishWash Cleaner Support staff on phone **09**
The rule is, if you can foresee a problem of any kind you must let us know, and make every attempt to let the client know.



MS – Cleaner ending conversation and hanging up **10**
If you are going to be away, you must give the agency at least one week's notice so that a cover cleaner can be arranged.

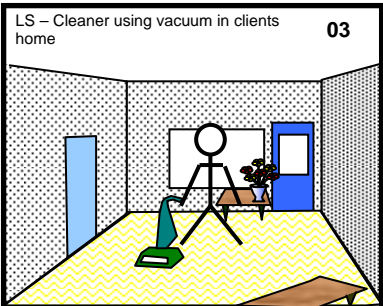
The Key to Professional Cleaning - Storyboard 5



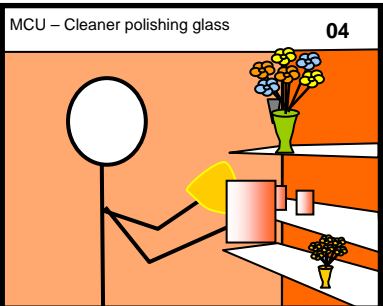
Two-Shot Married Couple 'Vox Pop' 01
 "(HUSBAND) I really liked the way that WishWash monitors everything. I know that if our cleaner is away, we do not have to look for a short-term replacement. (WIFE) Yes, that means a lot to me too. (Looks at Hubby)"



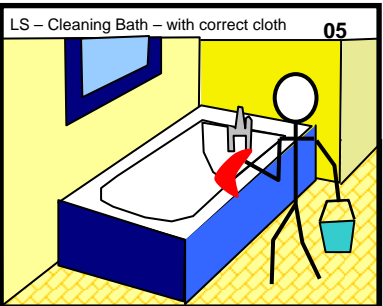
MS Business Woman 'Vox Pop' sitting at dining table - laptop and papers on it 02
 "Having a reliable cleaner is so important to me - I would say as important as having an honest cleaner."



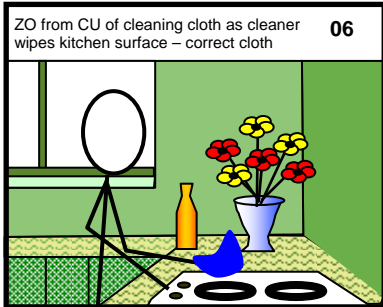
LS - Cleaner using vacuum in clients home 03
 Honesty means different things to different people. It goes without saying that a client must be able to trust their cleaner when they are not there



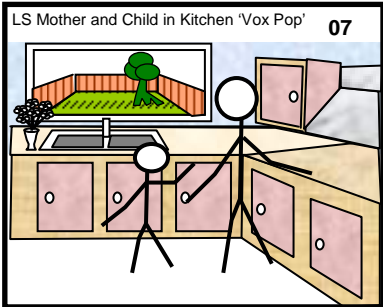
MCU - Cleaner polishing glass 04
 - not only to look after their possessions, but also to provide an honest service. Quite often you will be cleaning whilst



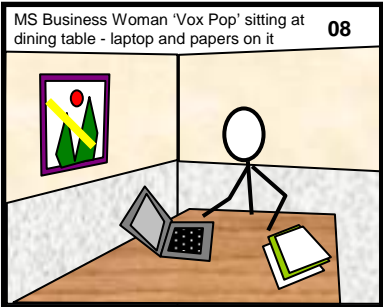
LS - Cleaning Bath - with correct cloth 05
 your client is at work, so the only impression that your client will get of you is the quality of the service you are providing.



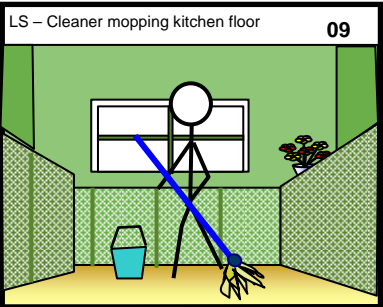
ZO from CU of cleaning cloth as cleaner wipes kitchen surface - correct cloth 06
 If you are charging for three hours work your client will trust you to provide three hours work.



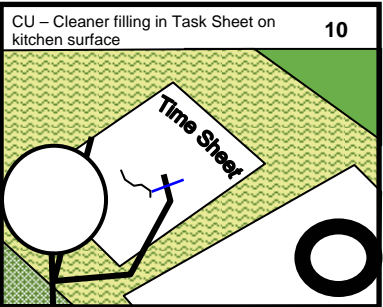
LS Mother and Child in Kitchen 'Vox Pop' 07
 "The worst experience I've ever had with a cleaner was a couple of years ago. My next door neighbour was asking how I found her and how much she charged. A couple of weeks later my neighbour told me that she had kept an eye on her and even though I was paying for three hours work, on most days, the cleaner was only here for a couple of hours. I felt really cheated, and couldn't trust her again."



MS Business Woman 'Vox Pop' sitting at dining table - laptop and papers on it 08
 "My last cleaner was excellent, but I had to get rid of her because I came home unexpectedly one day and found that she had left early - but had the cheek to claim for her full hours on her worksheet. I simply couldn't trust anyone like that!"



LS - Cleaner mopping kitchen floor 09
 Short-changing on time is the same as taking your client's money without permission. If you find yourself finishing your work in less

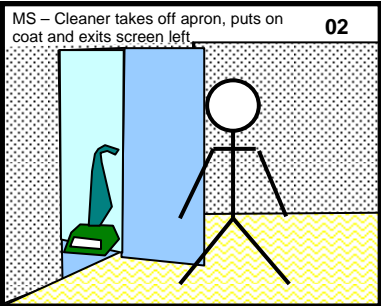


CU - Cleaner filling in Task Sheet on kitchen surface 10
 than the time your client is paying for you must let them know. It could mean that you are not taking enough care over your work.

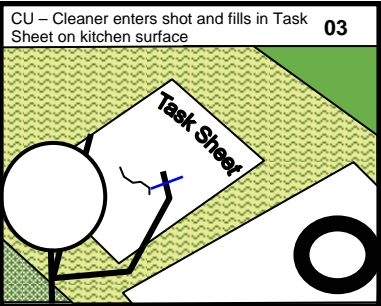
The Key to Professional Cleaning - Storyboard 6



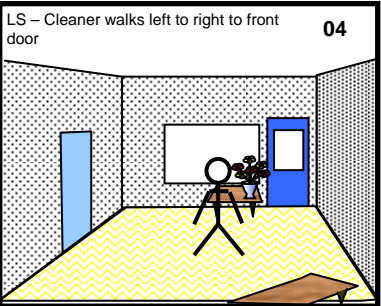
LS – Cleaner putting cleaning tools away in cupboard 01
 You are about to join a team of professionals who take pride in their work. Make no mistake, your relationships with your clients will be on



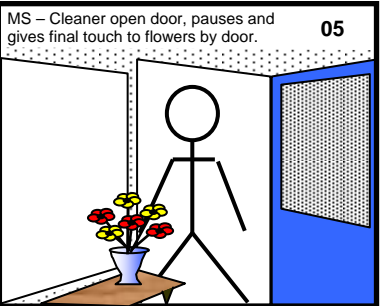
MS – Cleaner takes off apron, puts on coat and exits screen left 02
 a professional basis. Your clients will appreciate a prompt, courteous and reliable service, which you can offer with the back up of your WishWash office.



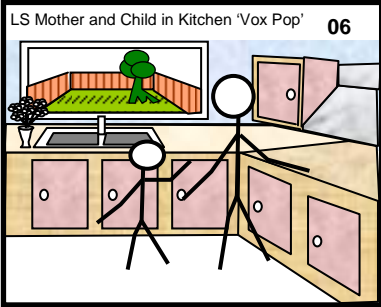
CU – Cleaner enters shot and fills in Task Sheet on kitchen surface 03
 Adopting a professional approach to cleaning is the key to keeping your clients happy – and happy clients mean



LS – Cleaner walks left to right to front door 04
 success for both you and the WishWash network. With our help, you will be responsible for



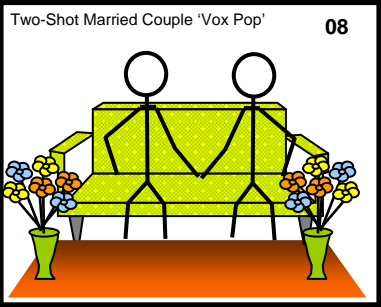
MS – Cleaner open door, pauses and gives final touch to flowers by door. 05
 upholding the reputation of WishWash as a provider of honest, reliable cleaners.



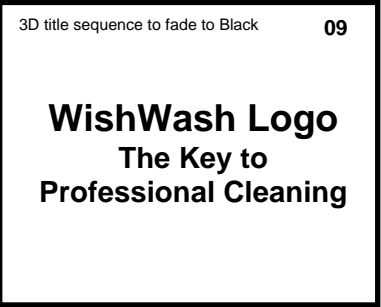
LS Mother and Child in Kitchen 'Vox Pop' 06
 "(ALL SMILES) It really feels great to have a cleaner that I can trust. WishWash deliver that, and it just wouldn't work any other way."



MS Business Woman 'Vox Pop' sitting at dining table - laptop and papers on it 07
 "WishWash has an excellent reputation of providing very reliable cleaners - with very high cleaning standards. This is exactly what every customer expects."



Two-Shot Married Couple 'Vox Pop' 08
 "(WIFE – looking at Hubby smiling) I think WishWash's standards of reliability and honesty are the most important things to us. (HUSBAND – looking back at WIFE) I couldn't agree with you more darling."



3D title sequence to fade to Black 09
WishWash Logo
The Key to Professional Cleaning

