

Maid2Clean® Launches 5-Phase Training Plan

Maid2Clean® continues to be a mover and shaker in the market place by setting the pace in franchise training. Not content with following the norms in franchising, they have developed and launched a 5-phase training program to enable their franchisees to maximise the return on their investments?

What does Maid2Clean®'s 5-phase training comprise of?

1. Read & complete the pre-launch To-Dos in the 450 page Maid2Clean® operations manual.

“This enables the franchisee to read about the business in advance of the training. Once a franchisee has read the operations manual the majority of the rest of the training is done by affirmation, which is one of the most powerful forms of long term memory training” confirmed Mike Hanrahan MD.

2. Process Training at Head Office

The second phase of the training builds on the knowledge gained from phase 1, including role-play situations and Q&A type scenarios.

The main headings from this training include.

Maid2Clean® Franchisee Training Plan

- ✓ Welcome & Introduction
- ✓ Objectives of the Franchise
- ✓ Contractual Obligations
- ✓ Pre-Launch To-Dos feedback
- ✓ Pricing
- ✓ The Products and Services
- ✓ Branding and the importance of Consistency
- ✓ Client Related Operations (including on-site practice)
- ✓ Explanation Of Terms In The BTA including option of printing BTA on the reverse of letterheads
- ✓ Cleaner Related Operations
- ✓ Operational Issue Management
- ✓ Accounting & Financial Operations
- ✓ Trading Style
- ✓ Insurance
- ✓ Employment of Staff.
- ✓ Health & Safety.

Maid2Clean Franchise Ltd
Caiden House
Canal Road, Timperley
Altrincham, Cheshire WA14 1TD
Tel. 0845 257 0677



- ✓ The Importance of Providing Good Service
- ✓ General Administration
- ✓ Development And Growth Of The Maid2clean Business Methodology
- ✓ Sales
- ✓ Preliminary Marketing.
- ✓ Marketing the Business
- ✓ Legal Disputes
- ✓ Year End Application Of Value Analysis (V.A.) To Your Business.
- ✓ End Of Year Preparation For The Year Ahead
- ✓ Assistance from the Franchisor.
- ✓ Forms & Letters for use in the Maid2Clean business
- ✓ Role-play – Client Closure
- ✓ Role-play – cleaner interviews
- ✓ The Franchise Forum
- ✓ Overcoming Starter Problems
- ✓ Review & closedown - Franchisee Choice of Questions

3. Operations Training at our Centre in Nuneaton

Augmenting the earlier phases, the knowledge is put into practice with training on the bespoke Maid2Clean Database.

- ✓ Installation of the Basic M2C Computer System
- ✓ Adding a Cleaner to the System
- ✓ Adding a Client to the System
- ✓ Matching Cleaners with Clients and managing the interview
- ✓ Producing the paperwork
- ✓ Processing Mandates
- ✓ Client changes including change of Cleaner
- ✓ System practise using dummy data
- ✓ Introduction to the Full System
- ✓ Questions arising from process training
- ✓ Discussion regarding leafleting methods
- ✓ Creation of action plan
- ✓ Texting Cleaners from the system
- ✓ Book post-launch training session

4. Post Launch training at Franchisees Premises

In phase 4 the franchisee receives a visit from the franchisor where personal training is conducted on any aspect of the business that the franchisee sees fit.

Maid2Clean Franchise Ltd
Caiden House
Canal Road, Timperley
Altrincham, Cheshire WA14 1TD
Tel. 0845 257 0677



5. Business consolidation follow-up training PLUS unlimited follow-up training if necessary.

Maid2Clean® publishes training sessions several months in advance and all franchisees are invited to attend any or every session. *“Others in the industry simply offer franchisees one-off classroom based training days. At Maid2Clean we do things differently and offer our franchisees unlimited training and ongoing support. Training and development is first and foremost on our agenda as we strive to remain innovative, grow our businesses and stay ahead of the competition”* commented Mike Hanrahan.

In addition to the 5-phase training programme, **Maid2Clean®** organises an annual training conference for all franchisees.

Something else that keeps **Maid2Clean®** as the company that others follow relates to the attitude of **Maid2Clean®** franchisees. Mike Hanrahan stated *“Our franchisees have taken it upon themselves each quarter, to host a business improvement day in different places in the UK specifically designed to share best practice ideas with other franchisees, such is the strength and enthusiasm for the business within of the franchise. I don’t know of another franchise where this type of activity takes place on such a wide scale.”*

Further details can be obtained from Marion Thomas at the **Maid2Clean®** Head Office on 0845 257 0677.