

Think Outside of the Box

MOWW 2019

It's a new year and it's time for a reset.

Today's Subtopics

- Marketing
- Cultivating New Business
- Finding and Keeping Good Employees
- Operational Excellence

Marketing your Portable Restroom Business

- Powerful tool
 - Defines:
 - Who you are
 - What you do
 - Why you instead of another PRO

Marketing

- Marketing is a consistent, targeted process that should be invested in continuously
- Create and plan ahead for a full year of marketing
- 10% of revenue is a good rule of thumb

Branding

- Company name
- Logo
- Tagline

STATE FARM



INSURANCE



Like a
good neighbor,
State Farm
is there.®



**The Ultimate
Driving Machine**



Bring the Ace to your place

Advertising

- Unit and vehicle signage
- Strong and concise brochure
- Mailings and emails
- Social media and networking

Website

- How many of you have one?
- How many of you don't?
- Start small to get the ball rolling, but be aware of the big picture
- Yellow pages are long gone
 - There has been an evolution in the marketing industry

Cultivating New Business

- Long term rental
 - Municipalities
 - Seasonal
 - Industrial
- Special event and weekend 1zee, 2zee

New Business Comes in Many Ways

- It never comes easy
- It may come from competitor failure
- Consolidation
- How many of you have a sales person?

Long Term Rental

- Outside and inside sales
- Precise, strategic phone campaign
- Knock on doors (old school)
- Existing job sites
- Contractor offices
- Website capture
- Word of mouth

Special Events

- Regional Events Calendar (on line)
- Carnivals, fairs, and festivals
- Civic groups and organizations
- Colleges and universities
- Concert promoters
- Road races and walks

Finding and Keeping Good Employees

- We all know the workforce scenario we are up against
- Some say “if you are not working now, you just don’t want to be.”
- The employee pool is thin and we are in a tough business to attract new hires

Your Status

- Are you a lone wolf?
- Is your PTB just an add on?
- Is it a family business?
- How many “non-family” employees do you have?
- Are you close to moving on?
- What plan do you have regarding that?

The Finding Part

- Never hire in desperation
- Referral from existing employees (reward)
- Standard employment ad process
- Church bulletin
- Local deli or gas station
- Vehicle signage

Mindsets and Thoughts

- You are so busy working you don't have time to make any money
- So busy cutting the wood you never bother to sharpen the saw
- The road to success is always under construction

The Finding Part (once you have their attention)

- Most candidates don't really know what we do or what it really takes to do what we do
- Overcoming the human waste aspect
- Service tech does so much more than pump the waste
- Often 1st point of contact
- Polite and friendly
- Ability to think on your feet

The Finding Part

- Solid street knowledge
- Safe driving
- Communication
- Following instructions
- Route management
- Working independently
- Tablet and smart phone savvy
- GPS and map reading

Keeping Who You Have

- Time and money already spent
- Relationship and trust formed
- Reliability and confidence established
- Comfort zone realized
- Delegate more
- Increase of responsibilities

When was the last time you...

- had a one-on-one sit down with each staff member?
- discussed mindset, aspirations, and goals?
- considered family status and plans?

- Homeowner or renter

Why do I ask this?

- Great value in knowing the mindset
- Minimize chance for surprises
- Potentially significant feedback
- Simply ask, “how can I help?”
- Sense of pride and ownership in what they do
- Contribution to the success of the company

Operational Excellence

- None of this can happen without a dedicated, committed work force
- #1 goal, after signs of profitability
- Professionals make portable sanitation look easy by having a well planned route system
- Timely delivery and pick up of units
- Professional behavior and response to emergencies
- Doing what you said you were going to do when you said you were going to do it