

The benefit of having Certified Master House Cleaners working in your business.



“The great firing” forced me to figure out how to train properly

After the “great firing” ([more about that here – opens in a new window](#)) my mind was spinning trying to figure out how to train my employees better. They needed to be trained to do a good enough job that I would stop losing customers.

I realized I wanted my employees to do exactly the same quality of work that I would do when cleaning a home. Other house cleaning business owners said that wasn’t possible and “to be happy with your employees doing a job 90% as well as you.”

I knew this wasn’t true, otherwise no plumber, electrician, nurse, doctor, etc., would ever be as good as the person who trained them. That would be a disaster.

I knew it was possible to create a system that would help the intern achieve the same level of competence as the person who trained them.

My first Master House Cleaner

Right before the “Great Firing” I had hired an employee we will call “C.”

I began working with C one-on-one at each home she cleaned. I was careful in my training to get her to where she would clean like I would. Exactly like I would.

C was extremely self-motivated, learned quickly, and was easily able to make decisions on her own. Because of her positive attitude and intelligence, she learned a lot about the job quickly. C will be my first Master House Cleaner.

New words used for a intensive training

In thinking about my training and trainee, I realized I wanted to use the words of the plumbing industry. The terms “Intern House Cleaner” and “Certified Master House Cleaner” were my way of defining the quality of work expected from the house cleaner.

Someone with less than 200 hours of experience was an Intern House Cleaner hired within the last six months.. They also probably had less than 200 hours of experience. They were someone that needed continual one-on-one training with a Master House Cleaner or myself.

At some point, it is possible that the Intern could become a Master House Cleaner. They would not receive that designation until they were fully competent to do exactly the same job as the Master House Cleaner that was training them.

What the Master House Cleaner receives for being awesome

Master House Cleaners receive a personalized shirt with the words Master House Cleaner embroidered on the chest area. This helps to let the customers and other employees know they are outstanding house cleaners.

They would also receive a weekly bonus of 2% of the net business profits or \$25 per week, whichever is greater.

They receive a substantial reward (a portion of the profits) for me, knowing that I can rely on their expertise.

Why even use these words “Intern and Master House Cleaner?”

So I have someone that is good at cleaning homes. So what?

Number one: I don’t lose customers. In fact, C has received compliments for house cleaning jobs she did.

Number two: A designation that lets people know the employee is better than every other person in the field is a pretty good advertising tool.

Using Master House Cleaners in marketing my business

That designation and skill level is marketable and can be used to promote your business.. For example, here is a blurb from my latest sales letter:

“When we have an employee that is an outstanding housecleaner, they are assigned the designation of “Certified Master House Cleaner.” Our Master House Cleaners are important to the growth of our

business and to our customers. Because of this, they receive a portion of the Company's net profits besides their regular pay.

Because they receive a portion of the business profits, we are very careful about who we certify as a Master Housecleaner.

If you have one of our Master House Cleaners working in your home, I can guarantee the quality of the work they will do for you.

What I have done is to create an (unfair) advantage over the other cleaning businesses in the area.

I have something that they don't that can gain new clients. Clients that I won't lose because of the quality of the job the Master House Cleaner does.

If this "unfair" advantage works to gain me additional customers, I will write more about it later.

[Interesting path to certification – not for me, but...](#)