



PERSUASIVE

QUANTIFIABLE RESULTS

SALES CYCLE PERFORMANCE

Service Performance is the sales and marketing consulting firm for facility service contractors. We apply industry-specific experience to energize sluggish sales or stalled growth. For more than 13 years our clients have secured contracts more frequently and retained the accounts they already have.

ATTRACT PROSPECTS

through
**Messaging, Materials
& Methods**

WIN CONTRACTS

with
**Proposals, Presentations
& Sales Training**

RETAIN CUSTOMERS

by
**Account Management
& Reselling Value**

Service Performance consults with contractors of all sizes and services across the United States. Our clients include 5 of the largest 9 guard companies in the country, and many of the largest janitorial firms. We serve:

- Security Guards
- Janitorial Services
- Engineering Services
- Facility Management
- Security Consulting
- Staffing Services
- Landscaping Services
- Parking Service Firms

Chris Arlen's Revenue-IQ



FREE sales info

- Monthly Articles
- Weekly Blog

Visit www.serviceperformance.com

Service Performance founder and president, Chris Arlen, brings industry experience from:

- 20+ years in the facility service industry
- Former VP Sales & Marketing, ABM Security Services
- Former Regional Director, ABM Janitorial Services
- Masters degree in Management

Attract Prospects

- Branding & messaging
- Brochures, fliers & ads
- Direct mail programs
- E-mail newsletters
- Marketing planning
- Sales programs
- Web design

Win Contracts

- Proposal upgrades
- Technical proposal writing
- Interactive presentations
- Sales training
- "Persuasive Proposals"
- "Engaging Presentations"
- "Riding the Sales Cycle for Fun & Profit"
- "Sales Guide to the Contract Universe for the Operationally Minded"
- Production training
- Word for proposals
- PowerPoint for slideshows

Retain Customers

- Retention programs
- Communication plans
- Satisfaction surveys
- Customer experience measurement
- Reselling service value

FAX BACK — LET'S TALK

Fax us at 206-780-2448 and we'll call you to talk about attracting prospects, winning contracts and retaining customers.

We'll also sign you up for our FREE Revenue-IQ sales articles.

Name
E-mail
Phone
Company