

ISSA STANDARD

for Measuring the Effectiveness of Cleaning in Institutional and Commercial Facilities

MANUFACTURER & DISTRIBUTOR TIPS

The Clean Standard offers distributors, manufacturers, and other cleaning industry suppliers a valuable tool to effectively compete in the new marketplace. Successful companies recognize that today's reality demands a new approach to selling—an approach based on consultative services, becoming the “go-to” resource for information and innovation, and differentiation. The Clean Standard is a key resource in any salesperson's toolbox; helping them solidify relationships and position themselves as an indispensable business resource.



WHAT IS THE CLEAN STANDARD?

Based on the philosophy of “Clean, Measure, Monitor” and an emphasis on high-performance cleaning, the Clean Standard establishes a framework to help institutional and commercial facilities objectively assess the effectiveness of the cleaning process at their facilities, thereby contributing to the quality of the indoor environment for the benefit of their employees and other occupants. The Clean Standard focuses on:

- The desired levels of cleanliness that can reasonably be achieved;
- Recommended monitoring and inspection procedures to measure the effectiveness of cleaning;
- How to use the measurement and inspection results to assess and improve cleaning processes and products, ultimately resulting in a clean, healthy, and safe indoor environment.

The Clean Standard specifically provides “ranges of clean” based on ATP testing, thereby adding an objective, quantitative element to determining whether a facility is truly clean. Further, the Clean Standard contains sample audit forms that should be used to assess cleanliness from a traditional “sight, smell, and touch” perspective.

Ultimately, the Clean Standard is an integral part of a broad strategy to improve the physical environment of institutional and commercial facilities; premised on health and safety.

The logo for ISSA (International Sanitary Supply Association) is displayed in white on a blue background. The letters 'I', 'S', and 'S' are connected, and the 'A' is separate. A registered trademark symbol (®) is located to the upper right of the 'A'.

SO HOW EXACTLY CAN WE USE IT?

Simply stated, the Clean Standard is a valuable sales tool for distributors, manufacturers, and other industry suppliers. As we seek to “change the way the world views cleaning” and demonstrate the true value of cleaning, the Clean Standard serves as a resource that can demonstrate that cleaning is properly treated as an investment in health, safety, the environment, and the bottom line.

GO-TO FACILITY RESOURCE AND BUSINESS PARTNER: THE CLEAN STANDARD PROVIDES CREDIBILITY WHEN SUPPORTING YOUR CUSTOMERS

- Institutional and commercial customers are no longer looking for a supplier who simply provides product. Rather, they are looking for a “partner” who serves as a true business advisor and can help them meet their bottom line goals. The Clean Standard provides a “partnership platform” that is scientifically based and focuses on products, procedures, training, and measurement. This helps solidify and create long-term relationships.
- Institutional and commercial customers are looking for information on the latest innovations and processes. Securing an understanding of what the Clean Standard entails positions the salesperson as an “expert” who is well-versed in effective cleaning processes and products and who is, therefore, a dependable resource in delivering efficiency and improving operations.
- The Clean Standard can help customers understand “why we clean” by providing a platform for the connection between cleaning, health, and employee productivity and performance.
- The Clean Standard also works in concert with the ISSA Cleaning Industry Management Standard (CIMS) and CIMS-Green Building criteria to help salespersons position themselves as capable of delivering comprehensive management and operations expertise. By combining the management and sustainability elements of CIMS/CIMS-GB with the measurement and monitoring protocols of the Clean Standard, salespersons are prepared to assist institutional and commercial customers with all aspects of running their business



VALUE-ADDED SERVICE: GOING BEYOND BASIC SERVICE AND PRICE

- Positioning oneself as an indispensable business partner requires providing value beyond traditional services. The Clean Standard provides an opportunity to offer consultative services that are greatly valued by customers. One of the most respected value-added services that a salesperson can perform is conducting a site-based assessment of current cleanliness levels and overall conditions. A salesperson can use the Clean Standard and its sample audit forms to perform assessments, identifying areas—especially high touch points—that may need attention.
- As institutional and commercial facilities adopt the Clean Standard into their cleaning protocol, salespersons can assume responsibility for measurement and monitoring activities, or at least closely assist customers with these activities. Salespersons who position themselves as true experts on the program will become trusted members of the team. A seminal question that must be asked is “Is the area being cleaned effectively or do we need to consider a different approach?” The Clean Standard positions a salesperson to answer this question.
- The Clean Standard also allows the salesperson to assist in the development of cleaning specifications and bid requirements. As members of the “team,” salespersons can now use the Clean Standard to define what is to be included in a bid from a product and system standpoint. They can also help define expectations and key performance outcomes.
- With the specifications set and the outcomes determined (based on the Clean Standard), the salesperson can then use the Clean Standard to help customers run their business more effectively by taking an active role in workloading, staffing, and other service delivery activities.
- The Clean Standard also offers a tremendous new opportunity as it relates to training. Whether the salesperson or a representative of the facility will be the person who performs the measurement and monitoring (or both), the educated salesperson can take the lead role on conducting training to ensure measurement and technical proficiency. Training is clearly one of the most valued services salespersons can provide, and the Clean Standard offers a new opportunity for training as salespersons consider conducting seminars on measurement and auditing.

VALIDATION: SETTING A BAR AND MAKING SURE IT HAS BEEN MET

- The Clean Standard sets a bar for institutional and commercial facilities to aspire to in terms of cleanliness. Once the goal has been established, the Clean Standard allows salespersons to easily demonstrate the effectiveness of products, processes, and systems. Without an objective goal, salespersons have a very difficult time validating that their products and processes are capable of meeting the customers' needs.
- This is especially important as salespersons introduce new and innovative products. The unfortunate truth is that many institutional and commercial customers are using antiquated processes that can unknowingly put occupants and staff at risk. While customers may be skeptical, the Clean Standard can immediately show that the new product (or process) works... possibly even better! In this respect, the Clean Standard fosters innovation and can further set a company or individual apart.
- Along the same lines, the Clean Standard allows a salesperson to compare products and processes to demonstrate that their products perform better and to ensure that the most effective products and processes are being used. By integrating measurement into the process, salespersons can help their customers better understand which options are best for a particular situation.
- Even if products and processes are effective, there is always the possibility that the workers are not using them correctly. The Clean Standard should be used to analyze operations to ensure that products are being used and systems have been implemented correctly.
- The Clean Standard can justify and validate budget requests. By basing staffing levels on a well-defined outcome, salespersons can assist their customers in justifying their budget requests and, in many cases, demonstrate the need for additional investment. The Clean Standard, therefore, helps salespersons connect with facility managers and business administrators to demonstrate how cleaning has a positive impact on the bottom line.



For more information, contact Bill Balek at bill@issa.com or visit issa.com/cleanstandard.



3300 Dundee Road, Northbrook, IL 60062 US
800.225.4772 / 847.982.0800 • FX: 847.982.1012 • issa.com