



# DUST



# PARTICLES

CREATED BY LAMBSKIN SPECIALTIES: MANUFACTURERS OF QUALITY PRODUCTS FOR THE JANSAN INDUSTRY

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## MARKETING SINS

Would you be surprised to find out that you most likely are committing the biggest sin of marketing? The mistake of not mailing to your client base!

The business of cleaning and maintenance is an estimated \$49 billion. It is clear that the economy in the US has been experiencing a slowdown. The industry is not quite *recession proof*, but is recession resistant in that demand is ongoing. Competition is intense, holding down contract prices and, ultimately, profitability is getting increasingly difficult.



However a study performed by The Wharton School of Business, University of Pennsylvania has proven that statistically it costs 500 percent more to gain a new client than to maintain an old one. This can significantly impact your fiscal bottom line.

The Wharton School of Business, University of Pennsylvania, study revealed that, by increasing their customer retention rate by a mere five to 11 percentage points, companies were able to increase their profit margins by 25 to 75 percent depending on the industry. Decreasing costs while increasing sales is an easy formula for profitability.

Delivering an interesting and attractive document, with a keen eye to the needs and wants of your clientele is one of the most effective ways to keep your customers informed about the products and services you have to offer. By promoting your business directly through mailings you develop relationships with potential clients, while strengthening your relationship with your current client base.

**CLEANING TIPS OF THE MONTH: Cleaning Chrome**  
Club soda with a Lambskin Wash/Polishing mitt (WM-1A or WM-LS2B) will clean chrome to a sparkling finish!

## Three New Pieces of The Puzzle!



Ken Johanson of *Ensley Marketing* in Arizona and New Mexico



*Midwest Marketing* in Michigan



*Paragon Sales* in Florida

Lambskin Specialties is pleased to welcome these three new sales organizations to our team!

## CHANGING TIMES!

In recent news, the International Sanitary Supply Association (ISSA) – which has historically been a trade association for cleaning industry distributors and manufacturers has made a move to allow membership to end-users such as contract cleaners.

ISSA is still in the information gathering stages currently polling its members during a series of regional meetings across the United States. Membership is currently around 4,700 but this move to open membership to end-users could potentially add thousands of new members, if current full members ratify the bylaws. If ratified it would place ISSA in direct competition with the Building Service Contractors Association International (BSCAI).

The 'open show' format of the ISSA for the past few years, has created much controversy within the industry. The decision to consider end-user membership will make for interesting and colorful dialogue.

**Lambskin Specialties will be exhibiting at ISSA Chicago, October 14-17, Booth # 2039.**