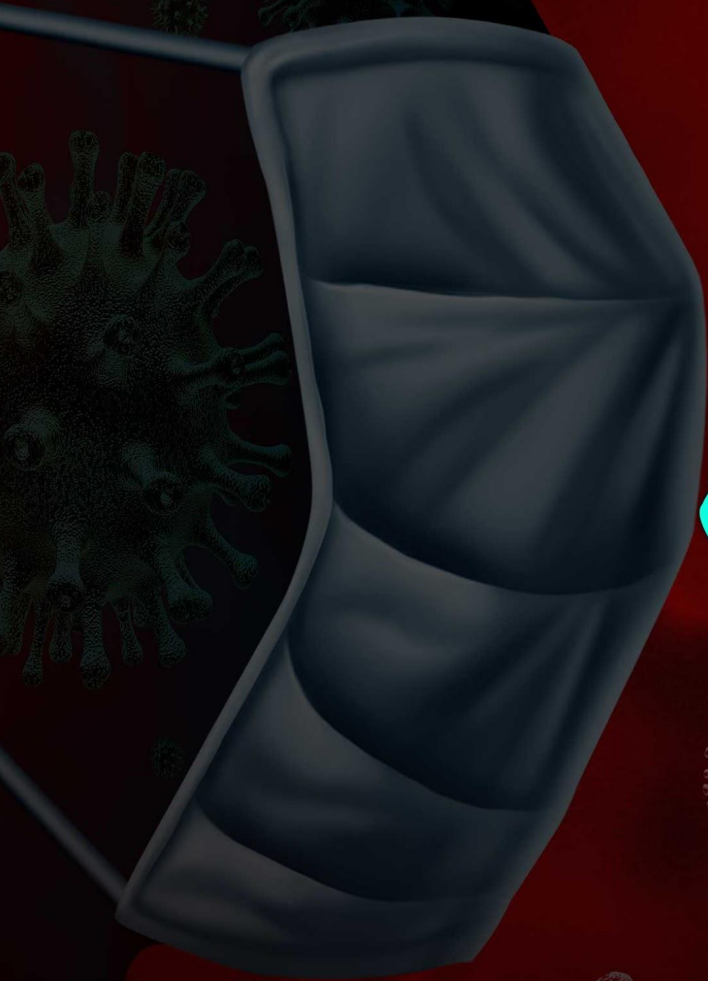


# ELECTROSTATIC SPRAYING

*Now*



## The Perfect Electrostatic Spraying Business

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# Preface

In November of 2020 I celebrated my 54 years in the janitorial business. Rolling along looking forward to retiring the following year when soon after the new year covid hit. We had to scramble because we began losing accounts or should I say the accounts went dormant until further notice . We call together a meeting of all of our key people to discuss what strategy we should take to fix this decreasing profits problem.

We came up with the plan to offer electrostatic services to offset the losses. Looking back this was a brilliant tactic. Not only did we replace the losses we surpassed our expectations. The losses look like 10-15k a month. **With February 2020's monthly billing, we're doing over \$100,000 a month.** I remember the phrase if life gives you lemons make lemonade out of them. This is so true in our case.

Looking down the road to retirement I still have the fire in my belly for business so I came up with the idea to help other people who may be in need of a boost in their life so I started sani-spray, a comprehensive package of equipment, knowledge, and marketing to get people the opportunity to start and grow a profitable business. This is not a franchise and its reasonably priced. I have seen other electrostatic spray businesses cost \$30,000 - \$80,000 as franchises with ongoing royalties. I envision 100s of sanispray distributors throughout the US, working together sharing national accounts and growing profitable business for our members. Take a look and see if you feel that you would be a good fit and after reading this book let me know if you think you can provide the drive and enthusiasm to make this opportunity work for you. Let's get going!

USING ELECTROSTATIC SPRAYING MACHINE SYSTEM AGAINST COVID 19 AND THE  
BUSINESS ASPECT

## Introduction

Cleaning large spaces can be a challenge, especially if those spaces include various surfaces that are difficult to clean and disinfect. Take a gym, for example. Members of staff are responsible for cleaning and disinfecting multiple exercise machines and equipment, lockers, and restrooms, all within a limited time.

Regular and comprehensive disinfection of these surfaces is key to reducing the spread of disease-causing organisms, known as pathogens. Traditional wipes and trigger sprays, though effective, require significant effort and can be prone to human error, including missed surfaces. As an improvement to this, the electrostatic spray technology has been used and has recorded more success than alternative technology.

Electrostatic spray is a new way to apply cleaners, sanitizers, and disinfectants to help facilities treat surfaces, often in less time and with better coverage than traditional cleaning methods. The technology is well-established, with a history of more than 60 years in other areas, including agriculture, automotive, and tanning industries, but it has also been recently applied to surface disinfection.

Electrostatic sprayers work by charging liquids (like cleaners, sanitizers, and disinfectants) with positive electric charges as they pass through a sprayer nozzle, just before the exit. This generates charged droplets that repel one another and actively seek out surfaces which are

typically either negatively or neutrally charged. According to Coulomb's law; like charges repel and unlike charges attract, these positively charged liquids are attracted to the otherwise charged, or not charged, surfaces. That these liquid particles are similarly charged, positive charge, makes them repel each other and "quickly" seek opposite charges they can stick to and even wrap around . The fact that they cannot bind to another similar charged particles make them seek otherwise charges surfaces, irrespective of how far-reaching they are, even away from obvious human sight. The result of this is a uniform coating of sanitizer or disinfectant on sprayed objects, including hard-to-reach areas that manual cleaning can miss.

## Business Practices

Business practices essentially refer to the activities of a business that helps it reach its financial goals as well as make a profit.

Like many other things, businesses are constantly evolving and ideas are constantly being created. With more product or service entry into a market, service providers or goods producers/sellers have to do some things to stay afloat. These include either of always being at the top of their games, competitive pricing, innovation, promotion offers, looking into branching out into other markets, or a mix of all. Seeing as entry of other service providers could mean a loss of customer, reduction in market size, and a corresponding loss of revenue, these are things business owners do have to do.



Asides change is business operations and styles, the tools employed could also change. One example of such a tool is the electrostatic sprayer technology. Like its name suggests, this technology involves the application of static electricity to conventional sprayer technology. The use of this technology was initially restricted to the agricultural sector. However, this technology is now far-reaching as it is now being used in the agriculture, food processing, pest control, medical, transportation, painting, and even space industries. In all of these, like is the case with conventional sprayers, electrostatic sprayers are used to apply liquid particles of different types, like disinfectants, fertilizers, and paints unto surfaces where these are needed. One difference this has to conventional sprayers is that these give off charged particles. These charged particles have been found to have numerous benefits which is one reason why they are popularly used and why they are used in different industries and for different things.

## **Advantages of electrostatic sprayers**

### **1. Electrostatic sprayers require much less time than conventional sprayers**

Conventional sprayers require one to manually reach every part of a surface to apply the necessary liquid. This could prove to be a hard task depending on the nature of the surface as well as the nature of the liquid component being applied.

Because the liquid particles used are positively charged, these by themselves seek negatively or neutrally charge atoms to bond with on the



surface. Since they do this themselves, the time used for the application of the liquid component is much more reduced.

## **2. Less money is spent when using electrostatic sprayers**

Even as the initial amount of money spent in purchasing this sprayer might be higher than that required to purchase a conventional sprayer, the eventual recurrent cost is lesser. This is because, the fact that the liquid constituent of conventional sprayers require for this to be manually applied, this is many times done excessively. This excessiveness could be because previously cleaned surfaces can be repeatedly cleaned, unconsciously.

For electrostatic sprayers, however, once a surface has been bonded with an oppositely charged liquid particle, another cannot bond to this, Instead, other charged liquid components being applied seek other parts of the surface to bind to. Essentially, one part of the surface cannot be coated twice. This eventually leads to much less being spent on whichever liquid component is being applied; fertilizer, pesticide, food coloring, disinfectant, paint etc.

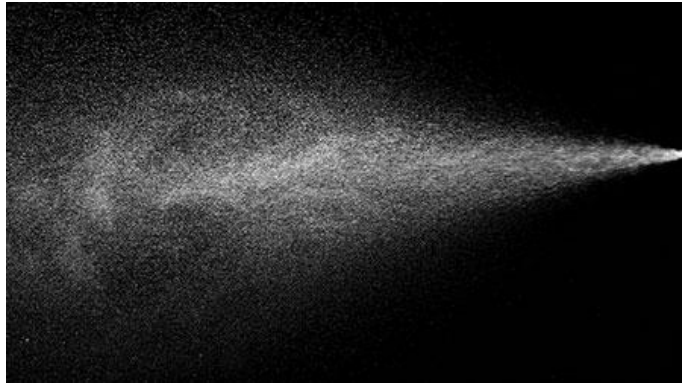
## **3. Electrostatic sprayers yield less product waste**

In one study, the electrostatic sprayer used produced 75% less disinfectant wastage compared to the traditional backpack sprayer. This reason for this can be attributed to the positive charge of the disinfectant particles. Because these positively charged particles repel one another, as Coulomb's law states, once a particle has bonded with the negatively or neutrally charged surface to be disinfected/sanitized, other particles spread out to other unreached parts of the surface. It is actually this principle that allows electrostatic spray systems have the advantage of reaching hard-to-reach areas over conventional spray technologies.



#### **4. Electrostatic sprayers are less toxic**

Conventional sprayers, when applied, many times lead to a release of the liquid being applied to the surrounding environment, including the air. This is because many of them are free to roam. This is, however, not the case with electrostatic sprayers. With electrostatic sprayers, the charged



liquid particles have a target, which is usually the intended surface for application.

Due to this specific and targeted bonding that occurs, the release of harmful substances like Volatile Organic Compounds (VOCs), as well as Hazardous Air Pollutants (HAPs), which are a constituent of many liquid components being sprayed, are greatly reduced. This protects the environment, including the air around. Overall, it does much less harm to the environment and to people; handlers of the sprayer as well as people in close vicinity at the time.

#### **5. Electrostatic sprayers use disinfectant more efficiently.**

Electrostatic sprayers are overall more efficient than manual sprayers. This is because, their irreversible binding with surfaces makes the intended cleaning, disinfection, or sanitary practice much more surely done. One needs not wonder if a particular surface has been definitely cleaned. Also, for proper disinfection to be done, the average disinfecting solution has to be on the surface requiring cleaning for an average of ten minutes. The nature of the binding of these charged disinfectant and the otherwise charged surfaces allow for the cleaning to take place for as long as is needed.

That these charged particles cover a large area easily also contributes to their efficiency. When seeking other negatively or neutrally charged surfaces to bind with, these charged liquid usually get to nooks, crannies, and other hard to reach areas. The use of electrostatic systems also reduces off-target spray drift, which is the movement of sprayed droplets and aerosols away from the target surfaces. Controlling spray drift ensures the efficient use of disinfectants and protects the surrounding environment from accidental contamination due to unintended deposition of the product.

All of these contribute to the efficiency of electrostatic sprayers, especially when compared to conventional sprayers.

1. Disinfectant solutions applied via an electrostatic sprayer were found to be better able to encapsulate and inactivate the inoculated pathogen directly on the surface, compared with the traditional backpack sprayer, which, on their own, wash the pathogen spores off the test surface and lead to a potential cross-contamination of other areas.

However, the characteristics and nature of certain materials such as latex and waxed cardboard may reduce the effectiveness of disinfectants or sanitizers applied via electrostatic spray as these droplets tend to coalesce and run off from these surfaces.

2. Electrostatic sprayers are versatile

Like many manual sprayers, electrostatic sprayers have the added benefit of being compatible for use with different kinds of liquids. This is why they have a wide range of application in different fields.

Electrostatic spray systems are, however, best suited for disinfection of pre-cleaned surfaces as they lack the benefit of manual removal of debris and microorganisms through the use of washcloths, soap, water etc.

## **Influence of electrostatic sprayers on business practices**

Seeing as the goal of every business owner is to make a profit from their business, electrostatic sprayers can help them achieve this in either of two ways:

### **1. Purchase some units for your business use**

Seeing as these sprayers are more fitted to surfaces; floors, tables, display shelves, etc, than products themselves, you should consider purchasing some units for your establishment, room, or wherever you carry out your product sales or render your services.

With a need to check disease transmission, contact tracing is done more now than in previous years. While some may say “even bad publicity is welcome publicity” as a business owner, you should ordinarily strive to have only good things said, or written, about your business and your brand. Essentially, do all you can to ensure that your business establishment is not implicated either as the index location of a disease or a prominent one in the disease’s transmission.



One way to prevent this from happening is regular disinfection of your premises. Going by the advantages of electrostatic sprayers stated, you would agree

that using these is a cost-effective, time-effective, less hazardous, and more efficient way of disinfecting your business establishment.

When you have a reputation of being clean, hygienic, and disease-intolerant, and when your business is not implicated in disease transmission, you are more likely to have more public trust and your business comes across as people-friendly; as you seem to care for people enough to put the necessary precautionary measures in place as well as to ensure that they remain as healthy when leaving your premises as they were when entering it. This helps you keep staying in business and making a profit while at it.

## **2. Trade electrostatic sprayers**

Whether you are just starting out fresh in business and are thinking of a business idea to start, or you are looking to diversify, or you would like to change your sales direction, buying and selling electrostatic sprayers is a good, and profitable, business venture.

This is because many people and businesses are now more hygiene-conscious. Businesses are putting hygiene measures in place for the safety of their members of staff and customers as well as for the overall good of their brand. Customers are also more aware of the importance of hygiene in businesses they consult, with many now opting for businesses that prioritize their safety.

Essentially, there is a ready market for you when it comes to the use of electrostatic sprayers for hygienic use. Now, this is just one usage. It should be remembered that electrostatic sprayers find use in other fields as well. In the agricultural field, for instance, demand for food is always on the rise. With the population boom the world is experiencing, there is a corresponding increase in the

demand of the food consumed. This is in terms of versatility, quantity, and quality. Every farmer needs to safeguard their farmlands from loss; from pests, as well as from financial loss, which could occur if the crops being produced are not of a good quality. Every farmer also constantly seeks to increase their product yield. These mean that there is a constant purchasing and application of pesticides and fertilizers on farm lands. This is not even putting those who grow their food into consideration. The advantages of electrostatic sprayers tell us that these sprayers are a good tool for the application of these products. All of these tell us that there is another readily available market in the agricultural sector.

These are besides all the other areas where electrostatic sprayers can be, and are already being applied.

## **Studies done on business practices for electrostatic sprayers**

A study considered the present scenario of the electrostatic disinfectant sprayer market and its market dynamics for the period 2019 to 2025. It covered a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent ones already operating in the market.

From this study, it was determined that **“the global electrostatic disinfectant sprayer market by revenue is expected to grow at a CAGR of approx. 14% during the period 2019-2025”**

In continuing, it reads that “the global electrostatic disinfectant sprayer market size is likely to cross \$1.9 billion by 2025. The industry depends on the demand for hygiene and disinfection equipment in end-user industries. The growth in the number of infectious diseases, coupled with concerns for public safety and the outbreak of the COVID-19 pandemic, has propelled the demand for disinfectant equipment in a wide range of end-user segments. Several healthcare agencies and government bodies are strengthening their regulations to ensure public safety and decrease the spread of infectious diseases.”

The report also stated that “several organizations and NGOs have collaborated to reduce healthcare-associated infections by planning, assessing, and implementing infection control measures and policies. Therefore, these measures, along with stringency in safety regulations by government bodies, have propelled the growth of the electrostatic disinfectant sprayer market. Further, several emerging countries have introduced initiatives and measures for healthcare development. Major countries such as India, China, the UAE, and South Africa have put constant efforts to maintain sanitation and hygiene. Therefore, with an increase in health and hygiene measures, the demand for electrostatic spray disinfection system has witnessed an uptrend in APAC and Middle East & Africa regions. The increasing awareness of disinfectants is further expected to propel the growth of disinfectant sprayer systems during the forecast period.”

The following factors are reported to likely contribute to the growth of the electrostatic disinfectant sprayer market during the forecast period:

- Growing research and innovations into the development of Solar Powered Sprayers
- Increasing sale volumes through the use of online channels

- Increasing advertisement campaigns on health and hygiene which promote the use of these sprayers
- Availability of smaller sized sprayers for handy applications

## Global Electrostatic Disinfectant Sprayer Market Segmentation

According to further reports, “the global electrostatic disinfectant sprayer market research report includes a detailed segmentation by product type, power source, application, and geography. The demand for backpack electrostatic disinfectant sprayers is gaining traction owing to their portable design and ease of application with high efficiency. The sale volume in the post-COVID-19 outbreak has increased in several end-user industries such as hospitality, education centers, and restaurants. The majority of healthcare and hospitality spaces have been installed with in-house facilities to fumigate regularly to reduce the spread of infection.

Government and welfare associations across the world are increasing their frequency in conducting health awareness programs both via online and offline mediums. Hence, the demand for a safe environment for the global population is expected to act as a primary key driver for the adoption of handheld sprayers in residential and small to medium scale offices. Although the growth rate for handheld fumigation equipment remained moderate worldwide, the demand has increased exponentially in the residential sector, especially in urban cities post-COVID-19 lockdown.”

Additionally, researchers note that “wireless disinfection sprayers are preferred for indoor applications, and corded sprays are used for large-scale disinfection in manufacturing and industrial units. In the post-COVID-19 outbreak, the demand for commercial sanitizing equipment has propelled the market share for wired disinfectant sprayers significantly across the

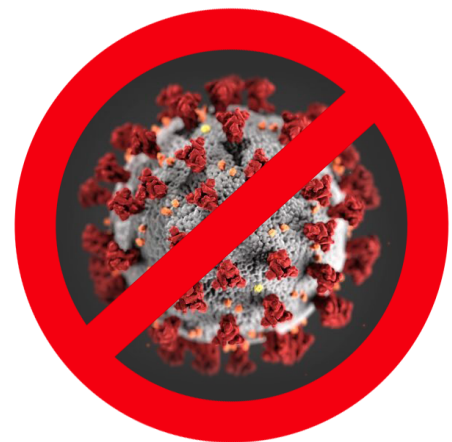
world. One of the major factors that drive the demand for corded disinfectant equipment at a consistent growth rate is performance and reliability.

Globally, the impact of pandemic spread of the coronavirus and the increasing number of infectious diseases in the human population are expected to propel the demand for disinfectants in several end-user segments. Manufacturing and hospitality end-users are following stringent safety protocols to ensure the safety of employees and customers. Although the demand for disinfectant sprayers has traditionally remained moderate, the post-COVID-19 pandemic unlocks the market and preference for electrostatic sprayer systems in several end-user applications. Educational centers, travel and transport offices, healthcare centers and hospitals, sports and recreational facilities, industrial and commercial spaces, food services, and hospitality sectors are the major end-use applications.”

## COVID-19

### Brief Overview

The COVID-19 pandemic was one that took the world by surprise. It was unprecedented and its effects were far-reaching. These effects cut across different industries and hardly anyone was removed from this. Even as the effects of this were far-reaching, it was largely a public health scare. As research into this increased, few facts became known; the viral spread could be reduced by





physical distancing and everyone was encouraged to heighten their personal hygiene. Besides this, we were also advised, by scientists, to constantly wipe down surfaces, especially those that many people touch. All of these were in a bid to reduce the viral transmission in order to control its spread, and inadvertently, its effect.

## **COVID-19 in indoor environments — Air and surface disinfection measures**

The COVID-19 pandemic has led to the closure of workplaces, public facilities, retail and commercial spaces, entertainment venues, and other indoor spaces where people congregate. As cities and provinces continue to reopen, jurisdictions have adopted common measures to mitigate the risks of transmission of SARS-CoV-2, the virus responsible for COVID-19, in indoor environments.

### **Brief overview of transmission risks in indoor spaces**



Current consensus is that SARS-CoV-2 is primarily transmitted via prolonged close contact with an infected person, through respiratory secretions passed in the air, and secondarily due to transmission via contaminated surfaces (fomites). The vast majority of COVID-19 outbreaks have taken

place indoors and are most often associated with close contacts in the home environment, or in

indoor spaces where there is a high density of people and long duration of contact.<sup>3-5</sup> Risks of becoming infected by SARS-CoV-2 vary depending on the prevalence of COVID-19 transmission in the community, personal behavior, and local environments. Public indoor environments may be conducive to viral transmission due to both the physical characteristics of the space (size, layout, and environmental controls) and how users interact within the space (density of users, duration of interaction and nature of activities).

Spaces characterized by crowding or by proximity of interactions (e.g., within 2 m including hugging, shaking hands, sharing meals), activities that require heavy breathing (e.g., exercise, singing, cheering), long duration of contact (e.g., greater than 15 minutes), shared equipment (shopping carts, lockers, machinery, etc.) or high-touch surfaces (faucets, elevator buttons, light switches, door handles, chairs, tables, dispensers, etc.), and enclosed spaces with limited ventilation can pose a higher risk.

### **Administrative controls**

Administrative controls to combat the viral pandemic include making changes to how people interact, work, play or socialize in a space in order to minimize opportunities for close contact and to reduce interactions with shared spaces, items, or surfaces. These administrative control measures can be quite diverse. Some examples are:

1. Increased messaging by email, websites, or social media before users arrive at a facility, to emphasize appropriate healthy practices and to encourage individuals with COVID-19 symptoms to stay at home.

2. Physical distancing measures including reducing maximum occupancy in a venue, or moving activities to larger spaces or the outdoors in order to reduce the potential of transmission via respiratory droplets.
3. Use of signage as well as physical or visual cues to encourage one-way foot traffic, the maintenance of at least 2 m distancing, as well as the promotion of hand hygiene.
4. Enhanced cleaning and disinfection practices (ensuring adequate supplies of disinfectant, soap, sanitizer, tissues etc) at major points in a facility.
5. New working practices that include, but are not restricted to, the removal of communal workstations, staggering of start/end times, extending hours for activities, organization of shifts to avoid crowding in communal spaces as well as at entry or exit points.
6. Discouraging practices such as sharing food or drinks in places like communal coffee stations.
7. Removing objects that could serve as fomites, such as magazines or toys, in waiting rooms.
8. Recording the contact details of facility users for future contact tracing.

## **Electrostatic Disinfectant Spray Systems**

### **Description of the technology**

As many now know, interventions to reduce surface transmission of SARS-CoV-2, the causative virus of the COVID-19 disease, must include the frequent cleaning and disinfecting of surfaces. This is done in



order to reduce the viability of the virus on potentially contaminated surfaces. Electrostatic spray technology has emerged as an alternative disinfection application strategy in indoor environments and has been shown to provide a more uniform and efficient application of surface disinfectants, especially for hard-to-reach areas.

In theory, a disinfectant solution is added to the reservoir or chamber of the electrostatic disinfectant spray system and then delivered via a spray nozzle onto surfaces. The size of the atomized droplets, the extent of distribution, and the coverage of the electrostatic spray will vary depending on the targeted use and application. This technology uses electrodes to apply a positive charge to disinfectant particles as they are expelled from the application nozzle. This allows for better adhesion to the surfaces where these disinfectants will be applied.

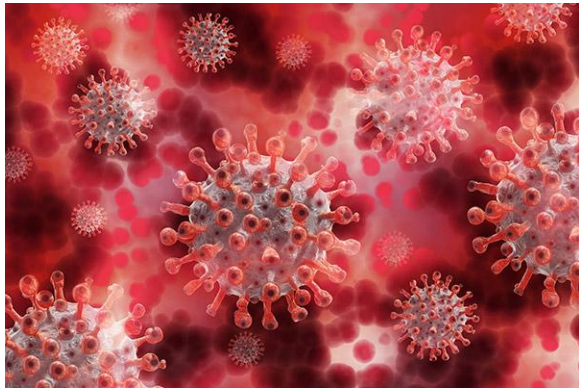
This electrostatic spray technology has been used in many industries; agriculture, food processing, pest control, medical, transportation, painting, and even space research. Seeing the diversity of its use, the many possibilities it offers as well as the success it has achieved thus far has influenced its use and application in the cleaning industry.

## **How it works**

The spray nozzle of electrostatic spray system contains an electrode that positively charges and atomizes the disinfectant solution as it leaves the nozzle. These charges then allow the particles to better adhere to the surfaces to which they are applied; these are typically negatively or neutrally charged. This principle is based on Coulumb's law which dictates that while unlike charges attract one another, like charges repel.

These attractive forces, stronger than the force of gravity, allow the atomized droplets wrap around the application surface thereby ensuring uniformity of adhesion to surfaces regardless of the direction of spray or gravitational pull towards the ground. Based on this manner of working, electrostatic spraying has been found to favor a better adhesion of sanitizer solutions to surfaces.

## **Effectiveness against SARS-CoV-2**



SARS-CoV-2 is an enveloped virus that is susceptible to detergents and lipid solvents including hydrogen peroxide, alcohol (ethanol or isopropyl alcohol), sodium hypochlorite (bleach), benzalkonium chloride (found in most Lysol™ products), and peroxyacetic acid (found in surface

cleaners and sanitizers), among others. All of these are able to destroy the outer lipid layer of the virus. With these destroyed, the encased viral component either becomes denatured or inactive. Electrostatic spray systems are advertised to allow disinfectant solutions to be applied more uniformly onto surfaces, including the backside or underside of surfaces. A study comparing a specific electrostatic spray system and a conventional spray system in the application of an active ingredient found that the electrostatic sprayer was 29 times better than the conventional sprayer in depositing the active ingredient onto the backside of the target surface.

Past studies on the effectiveness of electrostatic sprayer systems have revealed that disinfectants applied via electrostatic sprayers are effective in reducing a variety of microorganisms from surfaces. Other studies have found that while electrostatic sprayers and conventional disinfectant application techniques (manual or conventional sprayer) are both effective in reducing the load

of certain types of pathogens on a variety of surfaces, electrostatic sprayer systems are the more efficient option. Another study comparing electrostatic and conventional sprayer effectiveness on eggs and spinach found that electrostatic spray provided a significant additional reduction of *Salmonella spp*, a type of bacteria. While continued research is ongoing to determine the true extent of the effectiveness of electrostatic spray systems on viruses, among other types of microorganisms, the results so far are convincing and have been good.

While electrostatic spray systems promote better adhesion of disinfectants to surfaces, the effectiveness for inactivating SARS-CoV-2 depends on the disinfectant solution used. Only approved disinfectant products designed for use with electrostatic spray systems should be used in the electrostatic spraying machines to ensure effectiveness. As the effectiveness of the disinfectant applied via an electrostatic sprayer depends on its distribution, concentration, and contact time, it is important to follow manufacturer's instructions for specified uses and machine settings. Since debris such as dirt and organic materials may reduce the effectiveness of the disinfectants, surfaces need to be pre-cleaned with a detergent prior to the application of disinfectants.

#### Examples of applications

Electrostatic application systems have been used in many industries for decades, such as agriculture, automobile, and food processing. Electrostatic application systems have been used in food processing to apply antimicrobial agents to sanitize contact surfaces throughout the food production chain. There is also the application of waxes and other agents onto surfaces of perishable food products to provide post-harvest protection from processing to retail stage.

Another application of electrostatic application is in the aerial pest-control spraying of large area forests, via an electrostatic spray system mounted on a helicopter.

In healthcare settings, electrostatic application of disinfectants can be an efficient and cost-effective method to kill or inactivate pathogens present on various environmental surfaces.(Robertson, 2016) Some businesses and facilities have adopted enhanced cleaning and disinfection procedures, including the use of electrostatic disinfectant spray systems that have been approved by United States' Environmental Protection Agency, EPA, and the Centre for Disease Control and prevention, CDC. This is to disinfect private and public access areas.

## **Employee Training**

The entire country is on high alert in the race to prevent a continuous coronavirus epidemic in the United States. I believe that by now, the entire world has a lot of experience about COVID-19, and other strains, and how these can be easily transmitted. Even before any cases were confirmed, city mayors were declaring a state of emergency in a bid to prepare for the potential onslaught of patients. The United States hasn't seen a public health threat of this magnitude in many years.

Although the Center for Disease Control and Prevention (CDC) and the World Health Organization (WHO) recommend ways to avoid exposure to the virus until vaccination has occurred, many communities are opting to implement enhanced disinfection methods using electrostatic application technologies to treat as many public spaces and populated areas as possible.

Even as electrostatic sprayers are much more efficient than traditional application methods, the disinfectant is the key to stopping the virus from spreading. The EPA recognized surfaces as a vector for transmission of coronavirus strains and have therefore placed its emerging pathogen policy into effect. This means that if a disinfectant has a kill claim against a similar virus, it may be used in the event of a declared epidemic resulting from new or emerging viral pathogens. This is the case with the now known COVID-19 strain which was a different strain from the previously known coronaviruses.

## **Electrostatic Spray Disinfection Systems**

### **Electrostatic Spray Disinfecting**

From door handles to keyboards to many other different surfaces, bacteria quickly builds-up on every surface of commercial and residential spaces, spreading pathogens responsible for contagious illnesses like the flu and strep throat. With the outbreak of Coronavirus, a sanitary environment is important now more than ever. However, bacteria and other tiny particles and microorganisms can be impossible to fully eliminate with the use of traditional disinfecting and sanitizing methods. To really stop illnesses from spreading, you need a new solution: electrostatic spray technology.

## **How Electrostatic Disinfection Works**

**How do electrostatic spray disinfection systems work?**



Electrostatic spray disinfection systems turn disinfectant liquid (e.g., quaternary ammonium compounds) into aerosols and then apply a positive electric charge to each droplet so that they are attracted to other, negatively charged or neutral surfaces through electrostatic forces. This charging is done near the exit point; the nozzle.

This cleaning method atomizes cleaning solutions to produce an electrically charged sprayable substance to wrap around surfaces of all types for an even coat. As a chemical exits the electrostatic sprayer, it is given a positive charge that is attracted to available negative surfaces. The spray attaches to and collects negatively charged unwanted particles, which are then removed from the environment with a specially designed apparatus. Surfaces that are already covered in the cleaning solution will repel the spray, thereby making the method extremely efficient. This repulsion is based on the law that states that “opposite charges attract and like charges repel”. Since a bond has already been formed, newly incoming charged substances will have to seek other negatively charged

Manufacturers state that this electrostatic spraying machine could be used in a variety of facility types such as healthcare, nursing, schools, offices, sports facilities for surface disinfection.

## **The Benefits of Electrostatic Disinfecting**

Electrostatic disinfection is an innovative method that saves time, energy, and costs across the board because it presents a more efficient alternative to traditional cleaning techniques and cleaning solution applications. Below are some of the many benefits of using an electrostatic system.

- Reduces the time it takes to cover and disinfect all surfaces and hard-to-reach places by 50% compared to conventional methods
- Applies chemicals in a more efficient, uniform and controlled manner, eliminating the dangers of overuse and reducing the amount of chemicals used and waste produced
- Avoids cross contamination and the movement of bacteria from one surface to another
- Improves infection control and the spread of viruses such as influenza, MRSA, HIV and many others

## Safety precautions

Electrostatic application systems have been shown to be a more efficient method of applying various types of chemical solutions onto surfaces, including disinfectants. However, it is important to consider the compatibility of disinfectant solutions with the electrostatic spray systems, as well as compatibility with the target surface and the indoor space in which they are being applied. Only disinfectant products designed for use with electrostatic spray systems should be used to ensure safety and effectiveness. The use of disinfectant solutions incompatible with the electrostatic spray method or the surface being treated may lead to potential safety hazards. Safety Data Sheets of some disinfectant chemicals containing information on ingredients, handling and storage, hazard warnings, and first-aid measures can be found online. Also, trained individuals should be allowed to operate electrostatic spray devices.



Like manufacturers, users should ensure that features such as droplet size, spray patterns and outputs, device mechanisms, and chemicals used are optimized and designed for intended use. This is to ensure safety and effectiveness. Manufacturer's instructions and safety recommendations, such as personal protective equipment needed to be worn in order to prevent accidental exposure as well as the grounding of users needed to prevent accidental electric shock should be followed. As certain disinfectant chemicals may cause adverse health effects for people with asthma, allergies, or other respiratory conditions, precautions should be taken when selecting the appropriate type of disinfectant and application method in order to avoid causing harm to the user and others.

**Electrostatic disinfecting technology is superior to any other method of disinfecting.**

Misters, fogging systems and manual trigger sprayers deliver very small droplets that passively deposit on surfaces based on the direction of spray and the effect of gravity. This results in uneven coverage of disinfectant, which can mean leaving harmful pathogens remaining on surfaces.

And spray/wipe methods are time consuming, labor intensive and disinfecting is only as good as the person wiping these surfaces.

**The Most Effective Disinfecting Technology Available**

The Electrostatic disinfection process works like powder coat paint where the solution is applied with a low-pressure sprayer and charged particles adhere to every surface including crevices and undersides.

This process provides 100% coverage and is ideal for large area facilities such as schools, airports, work camps, manufacturing and healthcare buildings, disinfecting up to 18,000 sq. ft. per hour.

Electrostatic disinfection services should be part of your plan for infection control and prevention and part of your regular cleaning services for:

- Aircraft and hangar disinfecting services
- Healthcare cleaning services
- Seniors care cleaning services
- Recreation center and gym cleaning services
- Medical office cleaning services
- Dental office cleaning services
- Assisted living facility cleaning services
- Hotel cleaning services
- Government Buildings
- First aid, fire department & police stations
- Municipal Buildings
- Schools

## Marketing

A product is good if a manufacturer says it is. A product is however, really good if a consumer says it



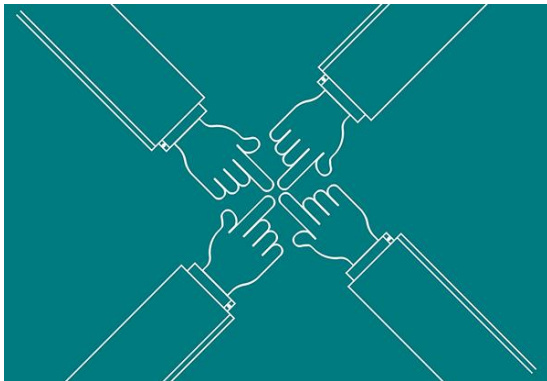
is. While it is great for a business to have a great product, or to render great services, this would do the business little good if no one knows about this product or service. This is why marketing is important to businesses.

Marketing is essentially how a business owner spreads the word about his business. This is definitely a way by which businesses can improve their revenue and increase their net profit. Of course, businesses involved in the sale of electrostatic spraying systems are not removed from these as they also reap these benefits.

While these sound good in paper, what are the possible ways by which an electrostatic sprayer business can market its product.

## **Marketing your Electrostatic Spraying Business**

### **Networking**



Learning how to get face-to-face with other business owners is essential to growing your electrostatic spraying business and achieving your goals. The more “hands you shake” the “more you make”. Not only does networking provide numerous opportunities for business, it leads to learning, development, and growth in your business.

Take a look at all the resources below to improve your networking approach, preparing yourself to make the most of every situation is key. Learn more on how to make a positive lasting impression for your clients, customers, and peers.

### **Get into a networking mindset**

Your mindset is key to staying the course with networking. Learn more about some tips and tricks to get your mind right before you start to pound the pavement.

### **Know your elevator pitch**

One of the best ways to ease any anxiety you may have as you prepare for a business networking situation is by developing an elevator pitch. An elevator pitch is a short description of what you do, who you work with and the value you offer to your customers or clients. The goal is to be able to deliver this "pitch" in 60 seconds or less, in a conversational way.

Ease any anxiety by having an elevator pitch handy. An elevator pitch is a description of what you do, who you work with, and what kind of value you offer to clients. Your goal is to be able to deliver this in 60 seconds or less, a sentence. This should come off as conversational, not pushy. Practice this with your key employees and make sure you're confident in your short pitch.

### **Visit small business networking conferences**

You can't network effectively as a small business owner unless you're giving yourself access to business networking situations. Small business conferences are a great way to surround yourself with other entrepreneurs and create opportunities to make valuable connections.

### **Try a trade show**

If you choose to take a more proactive role when it comes to business networking, investing in an exhibit at a trade show may be an option for you.

### **Have Business Cards Handy**

Business cards are essential for business networking, whether you attend a small business conference, join a local networking event, or participate in a trade show as an exhibitor. Your business card not only provides the recipient with essential contact information, but it can also reinforce your brand and make you memorable.

This doesn't mean that an off-the-wall business card is right for you, though. In fact, unusual business cards can often do more damage than good. You just need a business card that passes the trash test.

Business networking is an essential, and fun, part of developing a small business. Take time to review these resources before you head out for your next networking event, and you will be ready to make a lasting first impression.

## Employees Training

After hiring your first employee, the hard work of managing your talent while making sure your own work takes priority is crucial.

Research shows that almost 30% of new hires have left a job within the first 90 days of employment. It's a daunting statistic, but one that

every manager should be aware of. After all, you don't want to spend all that time and energy bringing on a new employee only for them to jump ship a month later.



That's why your first 90 days with a new hire is essential. Create a supportive environment where your new hire thrives and continues to feel motivated and happy on the job.

But how do you do that while keeping up with your own daily workload? Being both an individual contributor and a people manager is tough to balance, but it can be done!

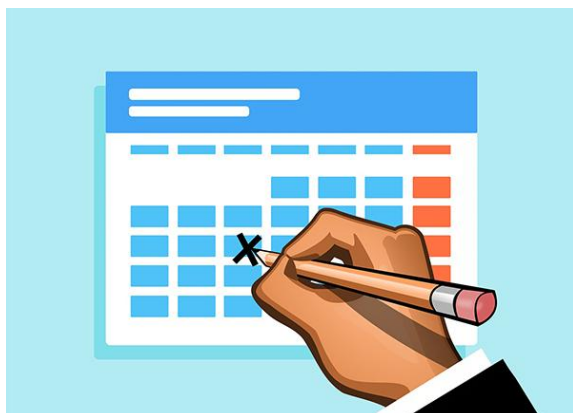
### **Start with First Things First**

The first and most important task: Take a good, hard look at your workload. It's hard to strike a balance if the scale can't handle the weight. Remember: A new employee means one more responsibility you have to add to your list, so chances are something else has to go.

If you realize that you've been spending two hours each day fielding basic questions from lower-level staff on your team, it may be time to create an FAQ they can refer to or plan for another layer of management.

Once you have a clear picture of what's a priority, take your findings and your possible solutions (these are super important!) to your boss. By changing the team's structure, hiring more people, resetting goals, moving deadlines, or training up existing employees to take on different responsibilities, you may be able to mitigate yours and others' stress.

### **Don't Forget your Calendar**



Use your calendar religiously. Use it to outline what projects you work on when, when you have one-on-ones with your team members, and when you're doing heads-down work and can't be interrupted. This way, you'll protect your time, hold



yourself accountable, and make sure you're spending your time wisely.

Scheduling work into your calendar will also give you a best-case-scenario workday to shoot for, as well as an important visual that will point to problems like overlapping meetings or no flexible time in your day.

Finally, you know you'll be more pressed for time than usual while managing a new hire, so give yourself a head start by scheduling your week before it happens, and allowing for flexibility—knowing that your plan will definitely have to shift and change depending on the circumstance.

### **How to Check In With New Hires**

You'll want to schedule check-ins with your new hire at least several times (if not every day) for their first week, then taper off to once a week or once every two weeks when it feels appropriate.

Having these set one-on-one meetings is a great way to give your new hire room to talk through trials and triumphs, set long-term goals, ask questions, and give and get feedback in a private setting. It also condenses the face time they may need from you into one sitting, rather than the less appealing option of being interrupted every five seconds.

Dedicating time to your new employee and protecting your own time are equally important, so try to cut these meetings down as early as possible and rely on your other resources (such as this self-onboarding document) to carry them through. You can always add another check-in if needed!

## **Delegate to the Team**

Remember that you're not a team of one—you most likely manage an entire group of fully-trained employees, so draw on their collective expertise.

If you already have a team lead who can run point on all initial inquiries from your new hire, ask them to do so. If you don't, it's time to give someone an opportunity to step into a leadership role. Pick someone (or several people) who's more tenured and has expressed interest in learning how to manage, and allow them to show your new hire the ropes, train them on a specific project or program, or even just take them to coffee to answer their questions about the company.

This is a great move not only because it gives you time back in your day, but it also shows your team that you trust in their abilities. It doesn't mean you have to be 100% hands-off—you'll still be involved in their training and be their direct boss—but letting your other employees carry some of the responsibility can boost morale and show that you're invested in their professional development. It's a win-win!

## **Boundaries are Important**

As a manager, it was very important to my leadership style that every employee who worked for me felt completely comfortable approaching me with questions, big or small. That said, it was equally important that I set boundaries so that I could actually get my work done without constantly being interrupted.

Communicating your needs and setting expectations is a big part of this. If, for example, you'd rather receive a Slack or email if something's not urgent, set those boundaries on day one. This

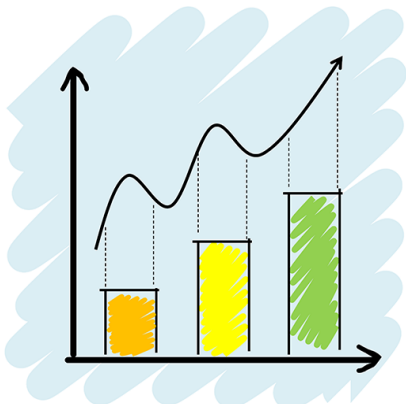
is why using your calendar is also so helpful—your employee can easily check it to see when the best times are to reach out or stop by your desk.

Of course, it may be hard for a new person to determine what qualifies as “urgent,” or you might work in close quarters where Slacking someone who sits right next to you is, well, awkward. So I relied a lot on a simple in-person check-in that allowed me to finish the task at hand and also be a supportive manager.

For example, I might say in response, “I’m happy to help, but is this urgent? If not, I’ll come find you in five minutes to discuss further as soon as I finish X.” The important part is that you follow through on these promises—don’t let five minutes turn into two hours while your employee sits twiddling their thumbs wondering why you forgot about them.

Adding a new employee to your already full plate can feel overwhelming, but like anything, finding your management groove is a learning process. By assessing your priorities, using your time well, creating space and boundaries for communication, and trusting your team to help out, you’ll be setting yourself up for success. And when success means you’ll ultimately be able to get out of the office and spend more time enjoying other parts of your life, it’s worth the extra effort.

## Marketing Using the 6-phase Approach



Let’s deep dive into the marketing systems behind the spray business cleaning. Each business’ sales cycle can be broken down into a funnel, with steps tracked at each stage. Each stage (which we call

phases) can be broken apart and worked on one-by-one to help our marketing engine run stronger and drive more results. The point of the 6-phase approach is to amplify what marketing is already working in your industry. We'll outline each of these phases and talk about them each one-by-one.

## **Plumbing**

Plumbing is the first step to any marketing campaign, and it's the step you take before any marketing campaign. Plumbing is how you track your marketing related activities. Before running any marketing campaign, make sure you're tracking your numbers -- like your contact rate, qualified lead rate, and conversion rate. For example, have a system to track how many mailing drops you do to get a client. How many drops do you need to get a conversation with a business owner? Is it 10, 50, 100 drops? Count that, and track it so you can make your marketing a science instead of a shot in the dark. With digital marketing, it looks like installing your Google Analytics tag, Facebook pixel, and CRM to track leads as they move from being a lead, to qualifying to be a client. Have your tracking setup for your marketing campaign otherwise you'll be flying in the dark.

## **Strategy (Goals, Content, Targeting)**



Once your Plumbing is setup and you're tracking your marketing metrics well, the next thing is understanding your strategy. Your strategy is broken down into three distinct phases.

### **Goals**

From speaking with thousands of businesses, most of them think that marketing is all about "generating new business" which is true, but it's easily more complicated than that. Understanding your metrics at each stage of the funnel, and how you want to amplify your existing results or generate new successful marketing channels starts with first understanding your goals. Setting SMART goals (Specific, measurable, attainable, realistic, time-bound) is key to this step. Ask yourself, what am I doing right now to get business? What do my sales numbers look like right now? If you're not tracking that in the previous digital plumbing step, then make an estimate and prioritize plumbing and tracking setup immediately to measure what you're doing right now, and where you want to do.

### **Content**

Once your goals are set up, i.e. generate 5 new spray business contracts in 90 days, then you have to clearly define the content you'll promote. Is it a social media post, flyer,

tri-fold brochure? Have the content be compelling and use compelling direct response messaging to compel your audience to consume the content and keep your business top-of-mind. Competitor research is great at this stage, and asking your audience questions to deeply understand what makes your content compelling to your target market. Once you have your content prepared, it's time to find your audience.

## **Targeting**

Once you have your goals, and content ready, find your target audience by understanding your ideal client “avatar”. By knowing what type of business you're going after, you're able to sync your content and targeting together to achieve your goal. That's what your strategy is, your combination of goals, content, and targeting.



## **Goals, Content, Targeting Example:**

Say you're an electrostatic spraying business that wants to drive 5 new cleaning contracts in the next 90 days. That's your goal, and your content is a compelling tri-fold showcasing your services. Your targeting is restaurants with indoor dining. Your method of delivering the content to your audience drops, meaning you physically walk into their place and hand it to the business owner and start a conversion.

## **Amplification**

Amplification is the method you use to execute your strategy outlined in the above Goals, Content, and Targeting steps. Think of amplification as the execution stage where you actually run the campaign, complete the drops, or send off the mailer. Everyone thinks that marketing is this stage purely, but notice all the work we put in

earlier to develop our goals, content, and targeting along with our plumbing. By understanding all the work we do before we launch a campaign, we'll be able to measure it's effectiveness and change less variables to tune for success in the below optimization stage.

## **Optimization**

Optimization is when we take a step back from a successful campaign and measure the effectiveness against common benchmarks. Did your campaign strategy reach your goal? If not, what do you need to tweak? Did your content underperform? Did your conversion rates suck? Pick the system apart piece by piece and don't get lost in statistical noise (when you don't have enough data to make a conclusion). Tweak one variable of your campaign and measure your results to find a winning combination of content and targeting to meet your goal. That's why it's so important to have your digital plumbing in place to begin with, since you'll have clear measurable metrics to measure your campaign against. Be careful of making judgements based on subjective opinions. If you're not tracking your campaign metrics, you don't have anything to optimize against. This is the toughest and most rewarding step of the campaign, since optimization can make or break a campaign.

## **Business Practices, Insurance, Bank**

### **Direct sales**

With direct sales, sales are made directly between you and the customer. Either at your company location or at the customer's site. Online trading is also part of direct sales, as the sale is

concluded directly between you and the buyer via the Internet. In direct sales you will offer and market your offer to your potential target customers in the form of classic acquisition measures.

### **Indirect sales**

With indirect sales, you do not deliver your offer directly to your customer, but via intermediaries. Sales are indirect through wholesalers and retailers. In contrast to direct sales, you can reach a large number of potential target customers via the dealer model without major acquisition measures and save a lot of time because you only support the dealers in terms of sales in the form of bulk orders.

In practice, both types of sales are mixed. Some manufacturers serve private end customers indirectly through the trade, but support business customers with larger order volumes through their own direct sales.

Derive the optimal distribution channels for your product or service. If possible, pursue a mix of classic sales channels (such as catalogs, flyers and advertisements) and digital sales opportunities (such as website, online shop, social media presence or sales platforms such as Amazon).

When it comes to multichannel sales, don't blindly rely on all sales channels - only use the channels that are also used by your target customers from experience.

If you are building up sales at the beginning, try out a few sales channels in practice in order to gain experience. Of course, your budget is also limited, so ideally you should use the channels that bring you new customers as cheaply as possible.



## 1. Word of mouth



This mode of marketing is simple, effective, and cheap. This involves you, the business owner, talking about your business. While you might decide to talk to everyone about this, you might want to talk to people you believe are more likely to purchase your products.

These people would include owners of businesses, facilities, and other resellers. Does this mean that you should be super selective of who you tell about you tell? No, it doesn't as telling other people could bode well for your business. This is in the sense that these people can go ahead to tell other people about it. If you would, however, like some form of strategy and targeted marketing, you can stick to people who fall into the aforementioned group.

Irrespective of who you are telling, where can you meet these people? Everywhere. Talk to other parents at your children's school, your neighbors, people on the line with you in a shopping centre, the person sitting next to you in a bar or restaurant etc. There is an almost in exhaustive list of people you can talk to and where you can find them. Of course, ensure you maintain the necessary health and safety protocols put in place in the area you live, or are looking to do your marketing.

Seeing as not everyone has the patience to listen to you talk about your business, you would want to ensure that you have practiced and at least, near perfected, your elevator pitch. This involves you going straight to the point about what your business is, what it does, what electrostatic sprayers are, and, very importantly, how it can help them. Always remember to tell them how our

business can help them. If you can, try to keep this pitch to 30 seconds or less, this is why multiple practices are necessary.

Will your business be patronized by everyone you tell about it? No. But, if nothing else, more people now know about your business. You have also, at least, increased the chances of upping your business' customer size.

## **2. Reference from family, friends, and existing customers**

“There is strength in numbers” is an old but gold quote. While you can talk to ten people, theoretically, a concerted effort with that of others will have 100 people knowing about your business, again theoretically.

Asides you, your family, friends, and existing customers are another effective, simple, and cost-effective way of getting word about your business out. Talk to family and friends and ask them, politely of course, to talk to their own friends and family who should help you talk to their family and friends, and on like that. By so doing, you are slowly but surely increasing your potential market size.

Having existing customers do this can be a tad more effective. This is because the already have patronized your business and are more capable of speaking about it, than family and friends who may be sentimental in giving their references. It goes without saying that having existing customers refer your business to others means that your business delivers in the area of customer satisfaction and good customer service. If there are loopholes to fix in this area, now is as good a time as any to fix them. Know that, more often than not, when a customer is satisfied with our

business/brand, they would tell others about this. Sometimes, this happens even when the reference is unsolicited.

In cases where it would be too tiresome to have your customers give individual reviews, you can collect this and upload these on your website, if you have one. Alternatively, you can have these on your promotional materials.

### 3. Use of Social Media

More people are online today than there were yesterday. A fraction of these people are your target audience. Does your business not have a social media account? Create one. Seeing as there are a lot of different social media platforms and you might not possibly keep up with the demands of all, one thing you can do is study all and figure out which ones have members of your target audience. When you have this list, preferably a short one, create business accounts on these social media platforms. Now diligently make posts, and reach out to target customers. Instead of spamming their mentions with advertisements of your electrostatic sprayers, however, you can frequently react with their posts. Doing this helps position your brand, increase its visibility, and, eventually, increase sales leads.



If this seems like a long, and slowly gratifying process, which it is, you can employ the help of digital marketers. This is their forte and they can help with these.

#### **i. Maintain consistency in your branding**

The opportunities to get in touch with potential customers are precious. When your branding strategy is different on different channels, it can be difficult for people to decipher what your brand is about.

Brand awareness requires uniform communication. And in order to communicate a uniform message and thus increase your level of awareness, your channels must be coordinated with each other. That means your website, of course, but also Instagram, Facebook, Twitter, emails and more.

For example, if you want your identity to convey how much fun your product is, then this light-heartedness should be reflected in all channels.

Asides these, you can use the “promote post” feature of a lot of social media platforms

#### **4. Promotional offers**

Few things sell your products faster than promos. These promotional offers can be done in different ways: giving additional materials to items bought e.g. giving t-shirts or Personal Protective Equipments, PPEs, as a complement when people buy your electrostatic sprayers.

You can also give these other items off during “special” periods like national celebrations. You can have your business’ identity printed on these so that those who see these, can easily know where they came from. That is extra promotion for your brand.

#### **5. Traditional media**

You can also market your electrostatic spray business by using the good old television, radio, or magazine mode of advertisement. Approach your local news outlet and pay the fee for a promotion. This helps you reach those in your immediate community.

## **6. Trial method**

With many businesses offering different things, people are sometimes skeptical about what works, what doesn't; what is legit and what is not. This is why, to market your business, you should consider having trials done. Let people come in to see how the electrostatic sprayers are used. You can also let them use these for themselves. The ease and efficiency of these sprayers should sell them better than anything else.

Will all the people you, or others, talk to patronize you immediately? No, they wouldn't. What you would have, however, done by marketing your product is to let them know about your business. You can reach out to them frequently also, as a form of reminder. This way, whenever they, or anyone they know, needs electrostatic sprayers, the chances of your business being patronized has been increased.

## **7. Look for coaching and training in sales**

The development of sales is not just finished. Today's customers are comprehensively informed on the basis of digital media and can definitely evaluate the services and offers of different companies. New digital sales instruments and performance requirements are emerging in sales. Especially in the B2B area, customers are more solution-oriented and expect solutions that are tailored to their needs. Today's sales staff must be with the customer at the right time and offer the right offer in a problem-solving manner.

Invest regularly in your sales and in your sales staff. Coaching and advanced training are neglected in most young companies. This results in avoidable sales errors. An external coach can assist you in setting up your sales strategy with practical experience and lay the foundation for your successful sales. External training courses provide you and your employees with industry-specific optimization approaches and holistic new impulses for your sales. Qualify your sales team through further training and become more successful in sales. Without continuous training, your sales department has no good chances on the market - especially in the business to business (B2B) area.

The definition of your sales strategy including the derivation of your desired customers, your target market and your unique selling points forms the basis for the successful development of your sales. As the founder, you will be the first sales representative of your company and will be in direct contact with customers. Building your own sales team requires experience and generates personnel costs. When building a team, make sure that the relationship between costs and income is optimal. An alternative to having your own sales team can be a self-employed sales representative.

## **8. Set goals and set up sales controlling from the start**



Define your quantitative and qualitative sales goals, including the necessary measures and desired time periods, when you set up sales. This is the only way to evaluate your sales activities in the context of customer acquisition . Only on the basis of measurable key figures

do you have the opportunity to derive countermeasures or adapt your sales strategy if the specified goals are not achieved.

It is best to use suitable software right from the start to standardize sales processes. A CRM tool (CRM = Customer Relationship Management) helps you with the documentation of customer contacts and sales talks, the recording of supply and demand behavior as well as with the implementation and evaluation of individual process steps in sales. Based on the data generated by the CRM, you have the option of evaluating your sales activities. So you have all the important facts at a glance when you build up your sales.

The results not only help you to continuously improve your offer, but also ensure that optimized strategies and measures can be derived over time. Only in this way will you be able to recognize where which resources of your sales department may be wasted, which customers you are ignoring or which customers you should pay more attention to.

Your sales channels can be evaluated in the same way as your potential sales employees and partners. Sales controlling is carried out continuously and enables you to continuously review the individual components of your sales strategy. Furthermore, the sales controlling enables you to evaluate your current business situation, since, for example, open offers can be substantiated with the probabilities of closing and the expected sales volume. This means that you always have a sales forecast at hand and you can determine whether you are on target.

## **9. Establish your sales structures**

When building up sales, you should specify fixed structures right from the start. Without fixed sales structures and responsibilities, you will lack a defined sales system and any evaluation

options. You should therefore precisely define your sales processes and describe the individual steps and activities involved in acquiring new customers .

Determine exactly how you want your distribution to take place. Create a sales guide that also enables new employees to quickly apply your sales structures. Title key sales statements and make it easier for your employees to argue with customer or sales talk.

As part of your sales structure, clearly define the individual customer processes from the initial contact (for example, by telephone call ) through order processing to after-sales contact. Work with clearly measurable targets and meaningful job descriptions as part of the definition of measures. Document the individual sales processes, for example in the form of customer reports, the listing of customer contacts or the entry of visiting appointments, customer calls or sales talks. A CRM system can support you in documenting your sales processes.

But also make sure when you build up the sales that the other departments of your company actively support the sales structure. After all, what good is a large new order if it is not processed in accordance with the offer and your new customer becomes a one-time customer and not an existing customer? Ensure optimal communication between the responsible areas, including appropriate reporting, and avoid duplication in the processing of customer complaints or complaints

## Equipment Used

Like its name implies, the name of the equipment used for the electrostatic spraying is electrostatic sprayer.





- i. The more popular type looks like a typical large-scale pesticide sprayer which consists of a bag where the liquid component is poured in through a featured inlet.

This bag, which is designed to be shoulder mounted with back support, leads, through a hose, to a hand held component which houses the compartment where the charges are applied to the liquid just before it exits the nozzle. This handheld compartment has a similarly hand-controlled regulator that allows a handler control the speed of the liquid being sprayed as well as when to start or stop the spraying.

- ii. Research is going on to have the more compact sized electrostatic sprayers which have all their features and compartments in smaller sizes and in a place.

This reduces the strain on the back and shoulder of the handler, which is usually enhanced by the volume of the liquid component to be sprayed. This would inadvertently make it cheaper and less cumbersome.

- iii. Aerial mounted sizes

There are cases where a large area need to be sprayed and doing this manually, with the use of the smaller sized sprayers, maybe a cumbersome, long, and, perhaps, ill advised option. In these cases, using aerial mounted sprayers are generally preferred. These are larger, can contain more volume, and look more mechanical. They have larger compartments for the liquid to be sprayed, longer hoses to aid farther reach, and improved nozzles. They are also generally heavier. All of these features give credence to how they are used in much more advanced settings than the back-mounted and handheld variants.

# Networking

Customer contacts are immensely important, especially in times of uncertainty. Focusing on building customer relationships will build customer trust and loyalty. The result is an overall better collaboration in the business-to-business (B2B) area.

You can implement these five strategies to network with your customer.

## 1. Get to know their stories

Each of your partners or customer has their own story - listen to it! You will get a better idea of how your customers interact with your product on a daily basis and how it has changed the way they work. Knowing the full story will help you better serve your customers. And if you still have great customers like us, you might even have the opportunity to present their successes!

## 2. Ask for feedback

Some customers don't give you feedback until you ask them to. So be sure to ask regularly. This opens up a communication channel for them through which they can share their impressions. You can obtain such feedback from customer advisors, customer service specialists or via the websites of third parties.

## 3. Personalize communication

If you want to take care of a customer as a person - and not as a customer account - you need an appropriate relationship. There is life outside of work! Over time, you will find that a 'How are

you?' into a 'How was your birthday last weekend?' has changed. Of course we have to do our work efficiently, but there is always enough time to forge a human connection.

#### **4. Insert video**

Nothing beats direct face-to-face contact - but communication via video is the second best solution! When talking to customers, turn on your camera unless they have screen sharing turned on. When the other person can see you and the way you operate it, the connection becomes more personal and there is less room for misunderstanding. In addition, backgrounds can be set so that it looks more interesting to the people.

### **Conclusion**

It is now widely recognized that the vast majority of COVID-19 outbreaks have been linked to interactions in indoor environments. Factors influencing the transmission of COVID-19 in an indoor environment include its physical characteristics, level of close contact, community prevalence of COVID-19, and control measures that have been implemented. The suite of control measures currently applied based on the hierarchy of controls appear to be effective in many settings. Despite this, the reopening of many public spaces has resulted in resurgence of the virus in some jurisdictions, resulting in shutdown measures being reinstated.

There is widespread concern about how long the cycle of shutdown and reopening will continue, and there are significant implications for public facilities such as schools. There are still many unanswered questions as to the root causes of outbreaks, but additional control measures to

reduce persistence of the virus indoors may be needed. While measures such as improving ventilation, reducing occupancy, ensuring physical distancing, and encouraging proper hand hygiene and face coverings should continue to be encouraged, strategies that reduce or inactivate SARS-CoV-2 and other communicable diseases on surfaces and in the air could be considered.

Disinfectant spray technologies could provide more efficient application of disinfectant indoors. While disinfectant products have been approved as effective against SARS-CoV-2 by the US EPA, Health Canada and other agencies, the widespread use of different application technologies has not been widely assessed. Approved disinfectant products should only be applied according to manufacturer instructions with approved delivery systems by trained persons, whether it is electrostatic or fogging systems. Electrostatic spraying is likely to improve coverage of disinfectant on surfaces and reduce wastage of disinfectant, but caution should be used in handling and applying the products.

## **Final Thoughts**

It has been said that opportunity comes but only a few times in a person's lifetime the problem is usually disguised. The Covid pandemic is nothing to make light of because as of early 2021 we have lost 500,000 lives in America. Along with health care providers and drug manufacturers there is very little the average person can do to combat it. Wear a mask, social distance, washing your hands frequently, are about the only thing we can all do. Discovering the proactive electrostatic spraying method to combat Covid is a real opportunity for like minded people to take advantage of. Speaking from experience my company was losing cleaning jobs who were growing dormant until there was a cure for Covid. Regrouping our assets and offering this electrostatic spray and sanitizing service was a turn around moment. Not only were we

providing our customers a valuable service, fighting the spread of this deadly virus, but we were reaping the rewards of a highly profitable new service. This may not be for everybody but those who step forward will truly benefit. I remember watching the movie the perfect storm where all the negative forces aligned and captain Billy Tyne, (George Clooney) Met his demise. This Covid 19 virus is like the world's perfect storm and electrostatic spraying and the new vaccination may be the only cure.

It is always better to seek out a mentor or someone who has done that which you are intending to do if you feel that you can take an opportunity like electrostatic spray businesses and make a go of it. I highly recommend looking into being a sanispray distributor. For a small start up fee you can be in business and with the help of a highly successful business give it some serious thought and check out our website at [www.spraybusiness.com](http://www.spraybusiness.com)