



ServicemASTER

TEAM QUEST

A GAME OF CHALLENGES, GROWTH
AND WORLD DOMINATION

To all our dedicated owners:



For more than 50 years, ServiceMaster Clean has been a leader in the disaster restoration industry. And during that time, each of you has played a role in shaping our culture and commitment to our customers. However, we need to accelerate our local marketing efforts to offset competitive pressure and continue growth of our market share.

We must come together as a team and meet this challenge. It's a quest — a Team Quest — dedicated to regaining momentum, capturing market share, and driving growth locally.

Team Quest is based on strengthening and growing relationships, delivering value and consistent messages at every opportunity, and consistently asking for business.

For 2012, I challenge each of you to take your disaster restoration sales efforts to the next level. And as part of that challenge, I am excited to announce that starting January 2, 2012, the ServiceMaster Team Quest begins. I encourage you to join the Quest and become the Expedition Leader for your business.

All my best,

A handwritten signature in black ink that reads "Mike Isakson". The signature is fluid and cursive, written over the printed name.

Mike Isakson

President and COO

ServiceMaster Clean, Merry Maids, Furniture Medic & AmeriSpec

THE TEAM QUEST MISSION

To grow market share by strengthening existing relationships, creating 40 new relationships a year and adding 2 additional jobs per month. And, do this by delivering a consistent sales message throughout the year.

Building New Relationships

Team Quest is built around developing new relationships each quarter. It starts with insurance agents but can also include any other target that has the potential to send water or fire jobs. The first step is to organize your current target list. Next, identify at least 10 new targets per sales person in your business. At the end of the year, you will have at least 40 new relationships per sales person.

Team Quest Tracking

You can measure your sales team's progress against your target list real-time through a specially designed **website with mobile access** capability. As your sales person completes each visit they can rank the potential of that target for sending mitigation work this quarter from their mobile device, add new targets to their list from the road, and track their pace for that quarter.

Each business' target lists are protected and cannot be viewed by others, nor will the home office be compiling owner's target lists. The site will report on Team Quest visit results (number of visits divided by the total number of targets). You can watch your target penetration of your team — and see how you rank against others participating in your region and across the country.



Consistent Sales Messages

Part of the value of participating in Team Quest is that we are preparing and packaging key features and benefits of your service offering to your audience. Each quarter you will receive training on how to deliver messaging during a sales visit and the supporting collateral.

New collateral to include a sales folder, topic-related cut sheets, Power Point slides that can be used traditionally or on an iPad and follow up emails are being developed on the key messages below:

★ **Q1: Water and Fire**

★ ★ **Q2: Policyholder Satisfaction**

★ ★ ★ **Q3: Technology**

★ ★ ★ ★ **Q4: Reducing Severities**

Team Quest Promotional Items

Team Quest participants will have access to new and unique promotional items with special pricing. The 2012 ServiceMaster Clean toolkit includes a tool box, tape measure, screwdriver, LED flashlight and multi-tool. The full retail value is \$27.00.

The Marketing Department has negotiated great rates for you and the National Ad Fund has contributed co-op dollars to provide this package to owners for only \$5 per toolkit.



Q1: Toolbox & Tape Measure

Q2: Screwdriver

Q3: Flashlight

Q4: Multi-tool

Note: Because of the value, these should be left for the office, not each individual you visit in the office.

Get Ready Now to Begin Your Team Quest



Discuss Team Quest with your disaster restoration sales team.



Each Tuesday, look for your Team Quest Expedition Leader Notes that will be sent by email.



List all of your existing insurance targets (Go to ServiceMaster University for additional training on creating a target list).



Find 10 new targets per sales person to add to your list.



In mid-December, complete the first quarter sales campaign training, organize your sales collateral and order your promotional items.



During the first week of January, look for your email registration link to the Team Quest website. Register your team and upload your target list.



As soon as your targets are in the Team Quest website, start visiting!



