

Visiting Italy

# i-connect

Nr. 2

COLLABORATION  
IS **power**  
AND GIVES YOU  
**strength**

**Dennis Middeldorp**

I-TEAM ITALY

**A fairly new branch  
to the family tree**

Toni D'Andrea

**CLEANING  
TRENDS ITALY**

# Lady Bin

A revolution in hygiene bins

The **i-giene** is a modern and slim sanitary bin. It is easy to use, airtight and offers optimal hygiene protection to users. With 100% bio-based foil.

Modern, sleek design that easily blends in

Insightful and discreet usage information for smooth cleaning processes

Automatic foil renewal to avoid physical contact

Airtight compression of waste for optimal hygiene



# INTRODUCTION



“BRING A LITTLE MORE ‘DOLCE’ INTO YOUR LIFE”

This summer I travelled to Italy and enjoyed that Mediterranean country's enviable lifestyle. Many people try to emulate 'La Dolce Vita', or 'the good life', with varying levels of success. The essence lies in the combination of the Italians' celebratory passion for life, their respect for family and friends, and their enjoyment of great food, wine, beautiful people and elegant objects.

In this second edition of our magazine, we highlight the Italian market, present new and innovative solutions for the cleaning sector and explore other relevant issues.

Michelin star chef Dennis Middeldorp explains the importance of cleaning in the hospitality sector and how it impacts the ambiance in his restaurant. His recipes and wine suggestions are guaranteed to delight our senses beyond our wildest dreams. I hope you enjoy reading this second edition of our magazine and find inspiration for bringing a little more 'Dolce' into your life!

**Ben van de Scheur**

Managing Director - i-team Professional B.V.  
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A smarter way of cleaning. Join the revolution.







## Colophon

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THE NEXT EDITION OF  
I-CONNECT MAGAZINE?  
**JUST SCAN DE QR-CODE**



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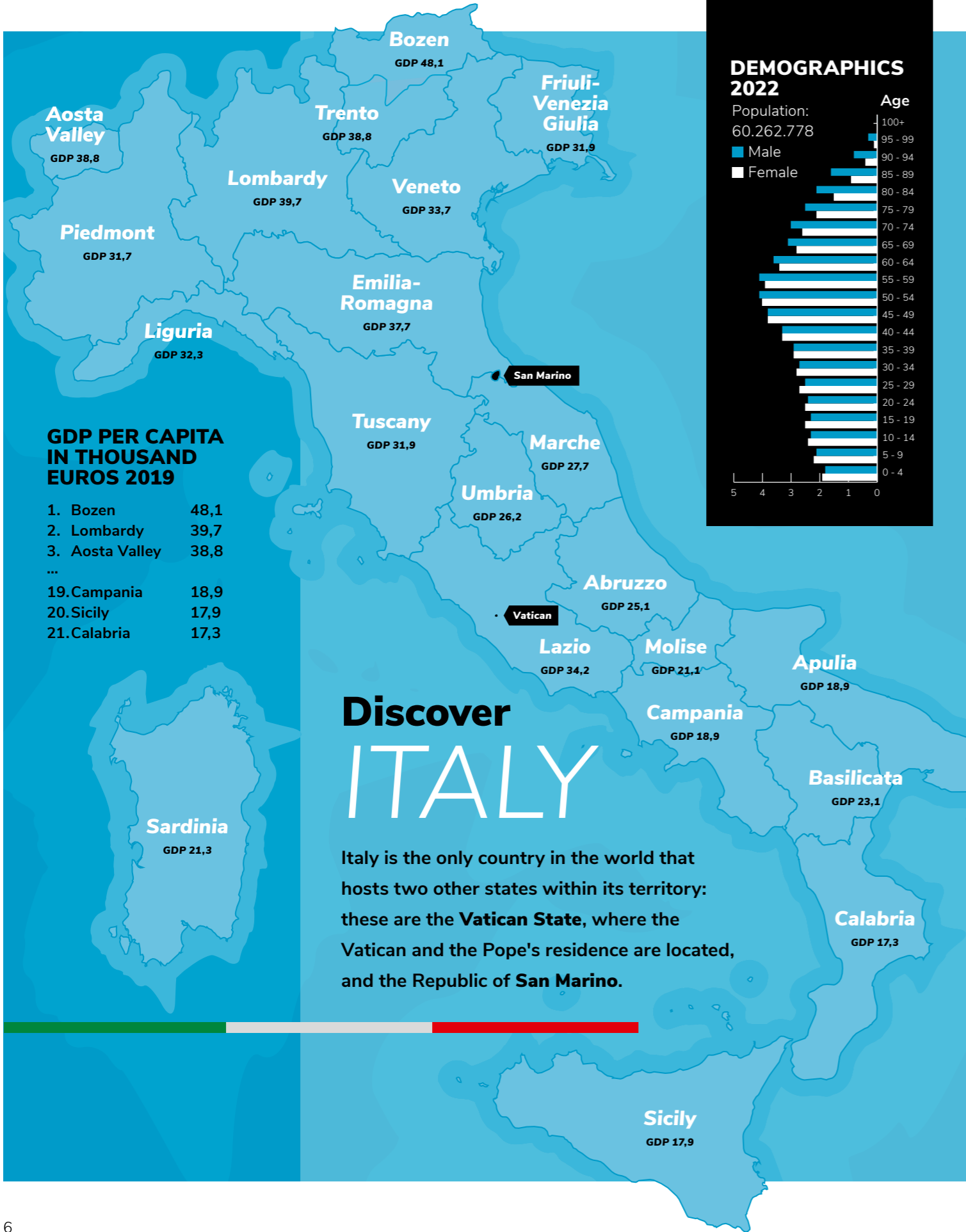
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**GDP PER CAPITA IN THOUSAND EUROS 2019**

1. Bozen 48,1
2. Lombardy 39,7
3. Aosta Valley 38,8
- ...
19. Campania 18,9
20. Sicily 17,9
21. Calabria 17,3

**Discover ITALY**

Italy is the only country in the world that hosts two other states within its territory: these are the **Vatican State**, where the Vatican and the Pope's residence are located, and the Republic of **San Marino**.

**Fun facts about ITALY Gastronomy**

Italy is known to be one of the countries with the richest and most beloved gastronomic traditions in the whole world, and according to many people it is by far the best eating country in the world. Did you know that Italy is also home to the smallest restaurant in the world? It is located in Vacone, in the province of Rieti, and it is a restaurant that has only two places. Not surprisingly, its name is 'Just for Two'.

**SOME CURIOSITIES OF ITALY:**

It produces **487** types of cheeses

**545** grape varieties for wine grapes, 145 for table grapes

Contain the most **58** UNESCO heritage sites

It serves over **300** types of pasta

**31** types of hams and it produces 113 types of cured meats



**PIZZA**  
Pizza may be one of Italy's greatest success stories but there's not actually one standard, national pizza recipe. Probably the most famous is the pizza **Napoletana** with its soft, chewy dough and prominent crust. Neapolitan pizza-making is so unique it's even been recognized by Unesco as an intangible cultural heritage. The pizza tradition is deeply rooted within the Italian DNA. So much, that Domino's Pizza, one of the biggest fastfood chains in the world, has closed all of its branches in the country.

**LANGUAGE**  
The official language of Italy is **Italian**, which is **derived from Latin**, but there are so many dialects in Italy that it is difficult even for the Treccani dictionary to census them all. The heritage of is extremely rich and varied, and is still being studied today.



**VESPA**  
Like yellow taxis in New York or red double-decker buses in London, Vespa is a **synonymous of Italian culture**. Invented in 1946, this sexy scooter became an icon thanks to a number of appearances on the silver screen ('Roman Holiday' and 'A Dolce Vita'). Now, over 18m models have been sold.

**Fashion**

Italy's first internationally recognized fashion show took place in Florence in 1951. These days though, Milan is considered Italy's main sartorial hub and the city's high-end shopping district, known as the Quadrilatero d'Oro, is home to some of the world's biggest luxury brands. **Prada, Gucci, Versace, Armani, Dolce & Gabbana** and **Valentino** are all headquartered here.



Italy's contribution to the art world is immeasurable. Works by **Giotto, Michelangelo, Leonardo Da Vinci, Titian, Caravaggio** and **Bernini** are among the most recognizable and most celebrated in the world. Not just limited to paintings and sculptures in museums, artistic wonders can be found everywhere in Italy.

**CARS**

Italy is the birthplace of some of the world's most famous car brands, including **Ferrari, Alfa Romeo, Fiat, Lamborghini** and **Maserati**. Italian automotive design is coveted by petrol heads the world over for its beauty, exclusivity and performance.





I-TEAM ITALY

# A fairly new branch to the family tree



START OF OPERATIONS IN JANUARY 2022



**i-team Italy S.r.l. is a fairly new branch to the international i-team Global tree. The division saw the light of day at the end of 2021, with start of operations in January 2022.**

The city of Piacenza lies in the Emilia Romagna region, a region that borders on Lombardy, Piemonte, and Liguria. The many motorway intersections, railway connections and the presence of an induced number of component manufacturers in the cleaning sector all make the position of the branch an extremely strategic one.

I-team Italy is a continuation of the work already done by the previous importer, but with the aim of increasing brand awareness and supporting all the proposals contained in the general catalogue of i-team Professional with specific sales strategies.

The pretty small branch team consists of 4 people working together to achieve ambitious goals but is firmly based on the rules and DNA of the group they belong to. Currently, the family of "partners" is made up of 24 distributors who, by

signing the contract with i-team Italy, have sanctioned their willingness to follow the strategies of the branch.

To become an integral part of the family as soon as possible, 17 aspiring partners have started working together with the branch. From the start, the branch had its focus on the internal organisation, the customer care service, the optimisation of transport and the collaboration with its Dutch headquarters.

Above all the strategies are based on the research and development in the defined segments, always in collaboration with the distribution network, to spread the knowledge of what it means to be Real Clean in the 4 Dimensions.

Investments and market research are made to ensure sustainable growth and in compliance with the 3Ps: People Planet Profit.

## Upgrade your i-mop™

A perfect dose, every time

### i-dose

If there is a better way to do it, we'll find it.

The i-dose Upgrade Kit for the i-mop is the result of our never-ending desire to innovate.

Say farewell to standard cleaning detergents and the inefficiency of walking back and forth for refills. The i-dose cleaning pods are here to revolutionize your cleaning.



i-mop's superior cleaning performance can be applied seamlessly to the i-matt

### i-matt

i-matt is an extended duration, clean-in-place walk-off matt anchored by New Pig Grippy® Technology, that vastly improves floor safety and ease of cleaning. The proprietary adhesive backing keeps the mat in place, yet removes easily and cleanly during replacing.



A smarter way of cleaning. Join the revolution.







TONI D'ANDREA

CEO of Issa Pulire Network

# CLEANING TRENDS

ITALY

Toni D'Andrea, CEO of Issa Pulire Network, has a clear vision for the cleaning industry, the opportunities and challenges that lie ahead and on ways that allow the industry to collectively progress.

## MORE COMPETITION FROM ABROAD

The professional cleaning industry has long acknowledged Italy as a trailblazer when it comes to rolling out new technologies.

Over the past 50 years, before Chinese competition began heating up in the early 2000s, the United States, Germany and Italy were the main suppliers of machinery, equipment, and chemicals for the professional cleaning sector. Italy is undoubtedly a record holder both in terms of technological breakthroughs and business competitiveness, but the scenario has gradually changed. New manufacturers from other European countries have flocked into the cleaning industry over recent years, and the supply side is now teeming with alternative options.



## 2 New and revolutionary technologies

To be effective, a plan to boost productivity and efficiency needs to know about the how and the where. Emerging countries, i.e. those whose populations and urbanised areas are expanding most rapidly, will definitely enjoy the advantage of building new places designed from the outset with accessibility and cleaning services in mind. New materials are able to predict the patterns of dirt accumulation, and can thus help eliminate it. Self-cleaning glass and sensor-equipped surfaces will be typical fixtures in new buildings. Not all countries will have the same experience, however. For example, in my home country of Italy, four out of five buildings date to before 2000, and one in five to before 1919. Most public edifices – hospitals, train stations, schools, government offices and the like – were built between 1920 and 1980. New technologies will enable us to mechanise certain cleaning processes in ways that once seemed impossible.

Now, consider the importance of expertise and competence for productivity, and consider also the consequent importance that professional training and qualifications will have for our industry. The high incidence of labour-intensive operations that characterise many cleaning services will eventually give way to mechanisation and robotisation. Manual labour, which now accounts for more than 80% of total costs, will have to be redirected towards control and management rather than execution.

Consider, for instance, the productivity and efficiency gains in the world of agriculture. Between 1700 and 1890, total productivity increased ninety-fold; between 1950 and 1985, grain production increased by 193%. In 1928, the number of tractors in use in Italy was 1,800; by 1997, it was 1,700,000.

## 3 STRICTER HYGIENE RULES

There are two key drivers propelling the progress of the Cleaning industry: First, the rising global population, which is driving demand for new buildings and, second, the rate of modernisation of several nations which, as they modernise, will introduce progressively stricter health and hygiene rules. The upgrading to Western standards of the hygiene rules and practices of many emerging countries, along with the ongoing expansion of the built environment, will generate a truly massive demand for cleaning services.

## 4 Growth in all segments

The Italian manufacturers' market is largely comprised of five major segments, listed here in order of turnover: machinery (40.7%), chemicals (36.3%), equipment (11.5%), paper (11.5%) and fibers and cloths (8.2%); unidentified cleaning products make up the remaining 18.7%.

The machinery segment in Italy was up 20.3% in Q1 2022 versus the same period in 2021, and exports were up 53.2%. Other product segments displayed a similarly positive performance: chemicals posted a growth of 40.5% on the domestic market and 9.6% on the international market; equipment + fibers and cloths and paper products increased by 13% in Italy and 24.7% internationally, and 55% and 63% respectively. Compared to 2021, the sector appears to be thriving.

## Mechanisation & robotisation



# 5





IN  
CONVER-  
SATION

Dennis Middeldorp

Sense Restaurant  
[www.senserestaurant.nl](http://www.senserestaurant.nl)

# COLLABORATION IS **power** AND GIVES YOU **strength**

“Food should be exciting without compromising the authentic taste of the ingredients.” This authenticity characterises Dennis Middeldorp: dependable, strong, sincere, responsible. Dennis has been a chef for 23 years: more than 14 years as Patron Cuisinier and since 2008 the owner of Sense Restaurant in the town of ‘s-Hertogenbosch in the Netherlands. “If you are looking for real hygiene in the kitchen, this is the place to come”, says Dennis. It is also the place where the i-mop, i-dose and i-matt team up to ensure that Dennis can concentrate on his real passions: cooking and the total culinary experience.

Located in a protected building in the town centre near the iconic St John’s Cathedral, which many consider to be the pinnacle of Gothic Brabant architecture, Sense Restaurant extends its hospitality to approximately 10,000 guests each year. The modern, colourful, stylish and exuberant ambiance, with a ‘lounge’ touch, define the restaurant’s look & feel. “We want to positively stimulate all our guests’ senses. That’s why our restaurant is called Sense”, says Dennis, who was born and bred in ‘s-Hertogenbosch.



faster





### POWER AND STRENGTH

Dennis Middeldorp and his staff cook pure, creative and refined dishes and use the best products available. All the dishes and the surprising Chef's Challenge menus are prepared in-house using as many sustainable and local ingredients as possible. Sense also serves organic (and biodynamic) wines and Fair Trade coffee. "Because the taste is fantastic of course, but we also want to conserve nature and protect the environment."

## "THE I-MOP IS A WORTHWHILE INVESTMENT"

### IT'S ABOUT HAPPY & HEALTHY PEOPLE

Is this the similarity between Sense Restaurant's mission and i-team Global? Dennis agrees emphatically. "The charity dinner arranged by i-team and the WE-support foundation is the basis of our connection. Four chefs prepare a refined and adventurous culinary experience as a tour of the senses for about two hundred guests twice a year. This year, I was responsible for the amuse bouches. When we had to close at Christmas the first time due to the coronavirus pandemic, we offered our guests at-home dining as an alternative. The number of requests we received was immense and too much to handle in our own kitchen. Frank van de Ven of i-team immediately offered us the use of his kitchen. That is the power of collaboration!"

### WORTH ITS WEIGHT IN GOLD

"We have been using the i-mop for years. First the i-mop Lite, then the i-mop XL, because our kitchen is pretty spacious. Of course, we don't turn on cleaning machines in the evening when our guests are dining: imagine the comments we would get! We use the i-mop in the

morning before we start. Using a Spanish mop is out of the question. Colleagues are often surprised: 'Do you really have a scrubber?' Yes, we do. The i-mop is a worthwhile investment. We know that replacing a trigger two to four times a year is cheaper. But does a new trigger mean that we get a better, faster, safer, more environmentally friendly, more hygienic and more ergonomic machine? It certainly doesn't. The lease option i-team offers is excellent. The i-mop is worth its weight in gold!"

### FROM WRONG TO RIGHT

Dennis talks enthusiastically about the i-dose metering system in the i-mop: "In the cleaning sector, but also in the catering business, incorrect dosing is a common problem. You'll see people add the cleaning agent from a jerry can or via a dispenser system and then fill the bucket with water. They walk with that - very heavy and overfilled - bucket to the spot that needs cleaning and spill a lot getting there. It's so easy to do it the wrong way. Thanks to i-dose you can fine-tune. Just like the Nespresso: perfect coffee, simply brewed from a small capsule. You fill the i-mop's tank, insert the pod containing cleaning agent at the top, tap it in and you are ready to start cleaning the floor. It's child's play."

### FASTER, CLEANER, MORE SUSTAINABLE, SAFER, HEALTHIER, AND BETTER

Many guests judge catering establishments and restaurants based on a visit to the toilets, but a clean kitchen is obviously also an important aspect of good hygiene. The risk of slipping in places where copious amounts of water are used is another aspect. That is why the kitchen floor at Sense is fitted out with i-matts: a revolutionary and sustainable system that ensures a safe floor, absorbs dirt, simplifies cleaning, is fast and easy to use and considerably reduces a kitchen's environmental impact. "Floor mats collect a lot of dirt. And their logistics are complex: you have to roll them up, have them collected,

cleaned, returned and then reinstalled. The i-matt on the other hand is easy to clean with the i-mop; you just go over the mats with the machine and they are like new."

### EXTRAORDINARY

That the menus Sense serves its guests are extraordinary has been confirmed by the award of the restaurant's eleventh single Michelin star. "People who really understand good food appreciate this award." The overall guest experience is also extremely important. To assess this, Dennis and his team put themselves in their guests' shoes: "What is left when you take the food out of the equation? How can we make that background experience as pleasant as possible? Lighting, furnishings, colours, sound and of course hygiene. We think carefully about all these aspects and make changes as necessary."



## "THE I-MATT ENSURES A SAFE FLOOR"

Check out the i-matt on page 9





Scan the qr code for the recipe



APPETIZER  
**LANGOUSTINE**  
HERBAL OIL - FENNEL - CITRUS

When I visit Italy, the first thing I eat there is fresh plancha langoustines with fresh herbs. It makes me intensely happy, pure flavors and very tasty. This dish was inspired by those moments in Italy.

**WINE SUGGESTION**

La Colombera Colli Tortonesi DOC Timorasso "Derthona" Italy



Scan the qr code for the recipe



MAIN COURSE  
**VEAL TENDERLOIN**  
RAVIOLI - PUMPKIN

Vitello me Collatura is so incredibly tasty. The saltiness of the Collatura takes the veal to a next level. A home-made ravioli should not be missing in an Italian dish.

**WINE SUGGESTION**

Costa Toscana Ceppitajo Azienda Agricola Russo Italy



Scan the qr code for the recipe



For me, the tomato and artichoke are the real Italian vegetables. Pure intense flavors that melts in your mouth. The burrata supports this and brings these ingredients together in a special way.

**WINE SUGGESTION**

Jesera Pinot Grigio Doc Collio Italy



SIDE DISH  
**ARTICHOKE**  
TOMATO - BURRATA

An Italian day starts with espresso and ends with espresso. The tension is created by the olives. The saltiness and bitterness that are added to the fresh acidity of the berries provide a harmonious taste explosion.

**WINE SUGGESTION**

Santovino Sommavite Vino Liquoroso Italy



Scan the qr code for the recipe



DESSERT  
**BLUEBERRIES**  
COFFEE - TAGGIASCA OLIVES



# ACCESS TO CLEAN WATER FOR ALL

that is the mission of the Made Blue Foundation

Having generated over 11 billion litres of clean water, Made Blue is most known for its work in developing countries in East Africa and South East Asia. But did you know Made Blue is also having a positive impact closer to home?



MADE BLUE



SUSTAINABLE BUSINESS



**Machiel van Dooren**  
Cofounder Made Blue Foundation  
machiels.van.dooren@madeblue.org

About a year ago Made Blue developed the Bottle Made Blue, a long-life high-quality reusable water bottle that donates a thousand times its content as clean water elsewhere on the planet and is available at only a fraction of the cost of most other bottles on the market. Only a few months later, the bottle was made available as i-bottle: adding sustainable hydration on the go while at the same time helping clean up the planet.

Over 50,000 bottles have now been brought into circulation, not only adding another 25 million litres of clean drinking water to the impact balance, but also enabling professionals and consumers to help end the madness of bottled drinking water and opt for enjoying tap water on the go instead.

**“TO HELP END THE MADNESS OF BOTTLED DRINKING WATER”**

In partnership with Made Blue, i-team’s charitable foundation i-Support recently opened a public drinking water fountain at Geel Zwart, a local hockey club in Uden in the Netherlands. Next to filling up entire crates of water bottles for teams free-of-charge, players and visitors can make a voluntary donation to clean water by scanning a Made Blue QR code while filling up.

Since 2021, Made Blue has been installing public drinking water fountains in shopping centres throughout the Netherlands in a similar way. It’s fantastic that we can now bring tap water solutions to sports clubs and schools together with i-team and i-Support.

Moving forward towards access to clean water for all ... while putting an end to the madness of bottled drinking water!

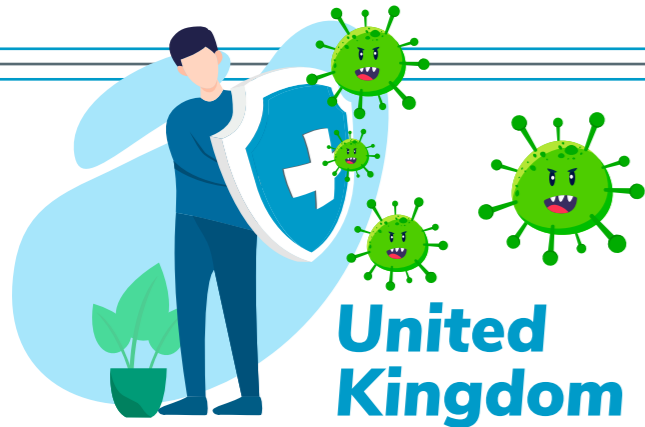


greener



European Cleaning Journal (ECJ) editor **Michelle Marshall** brings us a round-up of cleaning sector news from around Europe during the summer of 2022.

# NEWS FLASH EUROPE



## United Kingdom

As we are becoming less fraught after dealing with the height of the Covid pandemic, and some level of normality returns to our lives, 'do we face a potential risk from the recent changes in behaviours of another envelope virus, Monkeypox?', Lynn Webster in the UK asked. It may be a short-term issue that disappears as quickly as it materialised with Monkeypox being 'old news' in a matter of months, but maybe not; and there will always be another virus ready to mutate. What it clearly shows is that professional and effective cleaning is at the heart of controlling every potential outbreak and the vital role it plays keeping everyone healthy, safe, and well.

At the height of the pandemic the value of cleaning and the public perception of cleaning was clearly recognised, however much work is still to be done, Lynn concluded. The industry must continue to campaign and lobby on a government level to achieve the status it deserves, namely as a skilled profession.



## Germany

In the summer edition of ECJ, meanwhile, German correspondent Katja Scholz was reporting on the mood of the country's cleaning sector following the publication of the latest survey by contract cleaning association BIV. The war in Ukraine was a key theme of course, with one of the most noticeable effects being

the enormous rise in the price of electricity, gas, oil and petrol. On a scale of 1 to 10, the companies questioned rated the influence of rising energy prices at 7.3 as a significant source of pressure on budgets.

And what do revenue projections for the current year look like? Fairly mixed: while 46 per cent anticipate increasing turnover, 32 per cent expect it to remain stable, while just under 21 per cent forecast a decline.



## Denmark

On a much lighter note, Lotte Printz in Denmark told us about a new reality TV show based around cleaning. Ten amateur cleaners (some might call them obsessive compulsive cleaners, as they clean their own homes up to four hours a day!) compete against each other in a series of rounds.

The challenges they are given in each episode are predominantly household cleaning routines, like dishwashing, removing stains, tidying the kids' room, or cleaning the living room after the teenage son threw a bombshell – or a party that is!

In two separate episodes, however, they have a go at cleaning a portable lavatory from a music festival and a hotel room – given the same amount of time to do so in the latter case as professional chambermaids.

Throughout, contestants use elbow grease, but rarely the cleaning products they are used to. Each challenge comes with a twist, of course. Using only ingredients found in a kitchen or bathroom cupboard or an apron to wipe off nasty stains from ketchup and cocoa for example. Or removing chalky white deposits in kettles and the bathroom shower with a choice of household goods such as yoghurt, mayonnaise, vinegar, oranges, and pickled beetroot.

The contestants are on cloud nine when finally presented with shelves laden with ordinary cleaning products in another challenge – only to find out that the products have been put in different bottles and containers and labelled... in Greek! Ironically, the winner of this first series was a professional window cleaner!



## Netherlands I

What to do as a cleaning inspector, when cleaning light switches is still in the cleaning regimen, while almost all the lights in the building you are in are turned on and off automatically by sensors? And what about waste bins, which are increasingly disappearing from offices? Typically, these are the situations you may run into in this profession. Dutch reporter John Griep from VSR shed some light on how cleaning inspectors are trained in his country.

VSR had recently organised a Monitors'/Inspectors' Day with the Foundation for Cleaning Quality (SSK) so that those qualified under the VSR Quality Measurement System (VSR-KMS) could meet up with each other. VSR monitors and inspectors are present at various client sites around the country every day to check if cleaning companies are complying with cleaning regimens and meeting the VSR-KMS standards. There is even a quality mark for companies that carry out these checks.



## Netherlands II

The summer got off to an absolutely perfect start for the cleaning industry with Interclean Amsterdam – Europe's largest exhibition for the sector – taking place over four sunny days in May at RAI Amsterdam. Some 670 exhibitors and 26.000 visitors from 125 countries alike were extremely excited to be meeting in person again after a four-year break due to the pandemic.

But it wasn't just a happy reunion. At the same time, it was an opportunity to do business, experience product innovations and attend the extensive knowledge programme. Robert Stelling, director of Interclean Global Events, summed it up as follows: "We can look back on four very successful days, with a really positive vibe in the exhibition halls."



# NEWS FLASH EUROPE



## France

More pressure on cleaning company budgets in France too, where the latest increase in the minimum wage, the third in seven months, is bringing stress – according to local ECJ correspondent Christian Bouzols. "You can only give what you have," is what Philippe Jouanny, president of the French federation of cleaning companies FEP said. "If your profit margin is between one and three per cent and your wage bill is equal to 80 per cent of your service delivery, you're not going to have any margin left if your wages are to increase by two per cent."





**Leen Zevenbergen**

is a business and technology expert, sustainability leader, TEDx speaker, author of numerous bestsellers and the first artificial intelligence entrepreneur in the Netherlands.

# FROM BLUE TO GREEN LET'S MAKE AN IMPACT!



greener

As announced during the 2021 i-gathering, sustainability is a core theme at i-team Global and the main focus of the upcoming i-gathering in 2022.

SCAN THE QR CODE TO  
GET A VIDEO IMPRESSION  
OF THE I-GATHERING  
EVENT 2021



SUSTAINABLE  
BUSINESS

"SUSTAINABILITY  
IS A CORE  
THEME"

**At this moment in time i-team Global is working to obtain two sustainability certificates;** we will soon be bronze-certified with EcoVadis and we are working hard to obtain B Corp certification as well. Does that create an impact?



Yes it does: these certifications indicate our willingness to contribute to positive change. But the true game changers and impact makers are all of you. You work on this every day, you are in touch with all the members of our network every day. You make a lasting impact. That is the true and only proof that i-team Global is moving decisively towards sustainability.





RONALD BOESJES

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Global/i-solution  
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# TIP TRICKS



## Get to the quotation stage

This almost certainly sounds familiar: your diary is crammed, but in two weeks' time you'll have the opportunity of talking to an important, highly demanding prospect whom you really want to add to your customer portfolio. If the meeting goes well, you'll be in a position to make a quotation. What is the best way to handle this as a team, so that the prospect chooses to buy from you in the end? My personal recipe for success is good preparation, the right focus, and a thoroughly thought-out roadmap.



### Clear your head

How? Take a walk after work. Go on a fishing trip, read a book, play with your children, or exercise. Go to bed early for the next couple of weeks. That's how to clear your head. Is a problem niggling away at you? Don't think about it for a while. Sleep on it. You'll see, the world will look much brighter when you wake up the next morning.



## How to focus?

### Take on less work

Make sure your to-do list is shorter in the weeks prior to the introductory meeting with the prospect. Finish your easy tasks first. Tell your team members to do the same. Focus on no more than three important matters a day. When you get the green light, everyone will have time to focus on the prospect.

### Tidy up

Clean up your office and workplace. A clean desk and a clear head will give you the breathing space you need to focus on the prospect. You should also declutter your diary. Check which appointments or tasks you can move or cancel. Ask your team members to do the same so that they can help you out when the time comes.

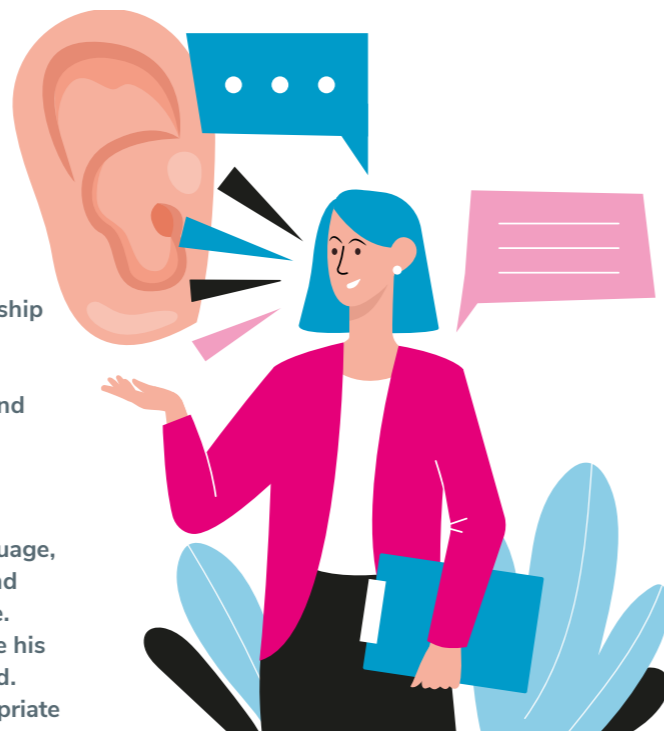
# 1 Prepare

## Make sure you are well-prepared for the meeting with your prospect

What does his company do and what is the company's ownership structure? What is the contact's job and position within this company? And what do you know about him/her personally? Set up a plan with your team: what is it you want to discuss and what are you going to ask during that first meeting?

### Listen

During the introductory meeting, be mindful of your body language, make sure your clothing is neat and tidy, make eye contact and choose an appropriate greeting. Make sure you arrive on time. And ... listen! Because your prospect will most probably share his ideas with you and tell you what it is he wants to see changed. Show interest and don't be afraid to ask questions. Make appropriate compliments. Use 'we' a lot to make the mission a mutual one.



## One team, one task

Set up a roadmap for you and your team members that details what you need to do to ultimately convert this prospect into a customer. Are there things that have not been done/are not available yet? Are there any urgent matters you need to arrange quickly? And last but not least: make sure you will have all the right documents available.

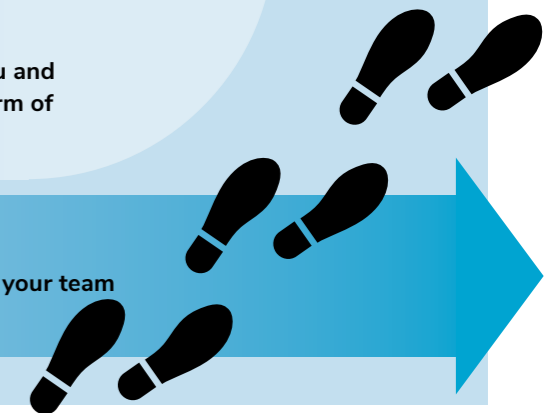
# 3 Prepare a roadmap

### Bid/no-bid decision

Ask yourself how much the quotation will cost you and whether you can recoup these costs during the term of the contract.

### Specialists

Divide the work among the members of your team who are most suited for the job at hand.





# i-link®

## Manage your cleaning



i-link® is the new cloud-based platform for your tools, machines and compliances. New i-team products will have a small module located inside them, already integrated with the i-link cloud. This module will send usage information, battery levels, and even the location of the machines to the platform every day.



A smarter way of cleaning. Join the revolution.

i-connect

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i-team®

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