



Topic:  
**Making the Sale -  
Inspection, Discussion,  
Presentation  
and Closing the Sale**

**Success Wisdoms: Wednesday September 1, 2021**

6:00 PM PST

CFI Production, Success Wisdom, a Webinar Series

**Let's Talk!**

Join **Bill Yeadon** and **Roby Harris**  
Wednesday, September 1, 2021 - 6:00 pm PST

**Why Attend?**



To transform your own path to growth and profitability.  
To be involved with CFI and activate all the benefits it provides.

Activate Your CFI Trial Membership for \$10

Activate Your Trial Here!

**CFI Membership for \$10.**

This 3 Month Limited Trial Membership include:

- Attendance to Chapter Meetings
- The Webinar Series
- Get access to Single Truck Success business program which is a \$1,200 value when you activate a 3 Month Limited Trial



**Registration Required to Receive the Access Code**



6:00 PM PST -

**Webinar Series Dates for Your Calendar:**

- Wed September 1, 2021
- Wed November 3, 2021
- Wed January 5, 2022
- Wed March 2, 2022



**Success Wisdom - Wednesday September 1, 2021**

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**Let's Talk!**

This is your opportunity to see how top companies close the sale for residential cleaning. Find out how these profitable companies tour a job, measure, pre-qualify, and present an invoice to the customer. Your success on closing the sale, especially for higher-priced jobs, depends on getting the details right and presenting your business in the most professional way.



This is your chance to get great ideas on how to improve your sales.

- Effective ways to tour the job site
- Measuring and Pricing
- Importance of the Pre-qualifying discussion
- Presentation of the invoice and successful ways to get the job

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Provide Your Question Online During the Registration Process.

The Guest Speakers Will Answer as Many Questions as Time Permits.

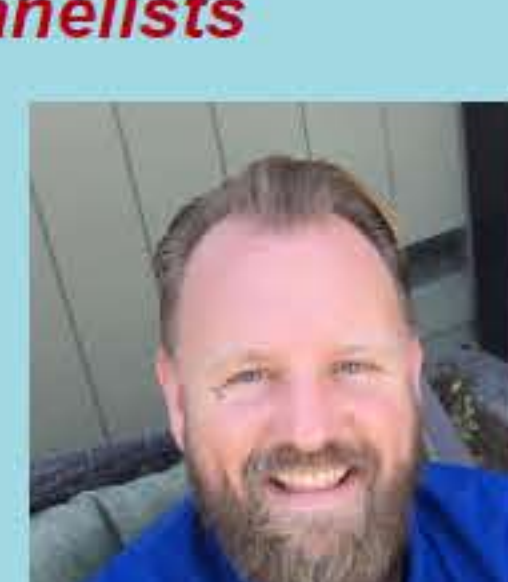


JOIN CFI TODAY

REGISTER TODAY

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**Tune in with Bill and Roby, and their Guest Panelists**



**Lynn Kuehn, CFI Member**  
of Carpet Butler

**Jonathan Ong, CFI Member**  
of ProStone Services

**Mark Morris, CFI Member**  
of Aptos Carpet and Upholstery Cleaning

Lynn is the owner operator of the Carpet Butler. She was raised as a missionary kid with her sister in Japan, returning to the USA for college.

She has lived in San Jose since the mid 90's and has strong community ties.

Lynn is a business owner, an in-field cleaning technician, and IICRC certified in carpet, upholstery, and area rug cleaning.

Lynn loves what she does, takes great pride in her work, and takes extra time to do each job right.

Jonathan is a 2nd generation owner operator of ProStone Services in the San Francisco Bay Area. He has been in the field since the age of 5 working with his father primarily in textile cleaning. By 2007 the company transitioned into stone cleaning & restoration work.

Jonathan enlisted into the US Corp of Engineers Army Reserves, in 2015 was a Commissioned Officer, and in 2019 he served in Afghanistan.

Upon Jonathan's returned home, and together with his brother Anthony, they took over the family company and rebranded ProStone Services.

Mark Morris is married and the father of two. He is a 2nd generation owner, cleaner, and technician of his company.

Spending over 20 years working full time, Mark is IICRC certified and has gone through the Steve Marsh STS programs. He credits this program and his volunteer Firefighter work teaching him about professionalism in the work place.

Mark has been a Volunteer Firefighter and EMT with the Santa Cruz County Fire Department for over 10 years.



**Join Bill Yeadon and Roby Harris - Let's Talk!**

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**Bill Yeadon**

Bill Yeadon started in the industry in 1975 owning a cleaning and restoration company.

Since 1985 Bill has been a trainer and an IICRC-approved -instructor teaching in 6 different categories.

Starting in 2002 Bill has been the Director of Training for Jon Don and has been the Marketing Instructor for the Strategies For Success program.



**Roby Harris**

Roby Harris is the owner of Twice As Nice Carpet & Upholstery Cleaning, along with his wife Angela.

Roby is a CFI Firm Member, past CFI Northern California Director, Past CFI Secretary Treasurer, and currently is the CFI President of the Board of Directors for the 2020-2021 year.

Roby has been in the cleaning industry for over 27 years and holds IICRC certifications in 12 areas of expertise. Being a firm believer in continuing education to promote a higher standard in the cleaning industry,

Roby is honored to mentor those in our industry by hosting the CFI "Success Wisdom" webinar series. He looks forward to meeting all of us online the first Wednesday of every month at 6:00 PM PST.

Produced by CFI - Carpet & Fabricare Institute. This CFI Webinar Series is made possible by the Committee members who see the vision being developed by the CFI Board. These members have volunteered to mentor those following in the same path.