Fairhaven

The Commercial Cleaning Cold Call Script

Word for word. What to say, what to offer, and what to do when they say "we already have a cleaner."

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READ THIS FIRST

You don't have a script problem. You have a volume problem.

Most new cleaning companies make ten calls, hear ten no's, and decide cold calling is dead. It isn't. They quit before the math showed up.

Every office you call already has a cleaner. That's fine. Cleaners get fired all the time. Your job is to be the name they have in hand on the day it happens. That takes a lot of calls and a boring amount of follow-up. Here are the rules.

1. **Do the reps. 50 dials a day.**
   Not when you feel like it. Every weekday. The script gets good because you said it 500 times.

2. **Sell the walkthrough. Not the cleaning.**
   Nobody buys a cleaning contract on a phone call. They'll give you 15 minutes. Ask for that.

3. **Make yes cost them nothing.**
   Free walkthrough. Written price in 24 hours. First clean guaranteed. All the risk sits with you, so the answer gets easy.

4. **Never quote a price on the phone.**
   You'll guess wrong, and you just handed them a reason to hang up.

5. **"No" means "not today."**
   Ask when the contract renews. Write it down. Call back. Most of your contracts will come from the third or fourth contact.

THE CALL

Four lines. Under 60 seconds.

1. The opener

YOU SAY

"Hi, this is [Name] with [Company]. We clean offices here in [City]. Quick question: who handles the cleaning service for your building?"

No tricks, no "how are you today." Say who you are and ask an easy question.

2. The problem question

YOU SAY

"Great, I'll be brief. Are you 100 percent happy with your cleaning right now, or is there anything that keeps getting missed?"

Then stop talking. Let them answer. Whatever they say is your pitch.

3. The offer

YOU SAY

"That's the most common thing we hear. Here's what I'd like to do. I'll stop by for 15 minutes, walk the space, and send you a written price within 24 hours. If our first clean isn't better than what you have now, you don't pay for it."

4. The close

YOU SAY

"Would Tuesday morning or Thursday afternoon work better?"

Two times. Never "when are you free?" A choice is easier than a calendar.

The offer in one line: free walkthrough, written price in 24 hours, and the first clean is better or it's free. Change the guarantee to fit your business, then say it the same way on every call.

WHEN YOU DON'T REACH THE BOSS

The front desk is not the enemy.

The person who answers the phone knows who decides, when they're in, and what the current cleaner keeps missing. Don't get past them. Get help from them.

The gatekeeper

YOU SAY

"Hi, this is [Name] with [Company], a local cleaning company. I'm not sure who to ask for. Who looks after the cleaning service there?"

IF THEY GIVE A NAME

"Thank you. Is [Name] in today, or is there a better time to catch them? And what's the best email for a one-page intro?"

IF THEY SAY "WE'RE ALL SET"

"Understood, and thanks. Would it be all right if I sent one page for the file, so you have a backup if anything changes? Who should I address it to?"

Write down every name. Next time you call, you ask for Maria. People who ask for Maria get put through.

The voicemail (under 20 seconds)

YOU SAY

"Hi [Name], this is [Your name] with [Company] here in [City]. We clean offices near you on [Street]. I'd like to give you a backup price on your cleaning, no obligation, in case you ever need one. My number is [number]. Again, [Your name], [number]."

Say your number twice. Send a two-line email the same day. Call again in three days.

OBJECTIONS

Five things they'll say. What you say back.

"We already have a cleaning company."

"I'd expect so. Most offices I call do. I'm not asking you to switch today. I'd like to be your backup quote, so if a night gets missed you have a price in hand. When does your current agreement come up for renewal?"

"Just send me some information."

"Happy to. So I send the right thing, how many days a week do you get service, and roughly how big is the space? What's the best email? I'll follow up Thursday to make sure it arrived."

"We're not interested."

"No problem at all. Before I let you go, is that because you're happy with your cleaner, or is someone on staff handling it? Would it be all right if I checked back in a few months?"

"How much do you charge?"

"It depends on the size, the floors and how many days a week, and I don't want to guess high or low. It takes me 15 minutes to walk it, and you'll have a written price the next day. Is tomorrow at 10 or Thursday at 2 better?"

"I'm not the one who decides."

"Thanks for telling me. Who is, and what's the best way to reach them? Is it all right if I say you pointed me their way?"

If anyone asks you to stop calling: "Understood, I'll take you off my list." Then actually do it.

KEEP SCORE

What gets counted gets done.

Print this page. Fill it in every day for two weeks. Then you'll know exactly how many calls one new contract costs you, and you can stop guessing.

DAY	CALLS	TALKED TO DECISION MAKER	WALKTHROUGHS BOOKED	BIDS SENT	SIGNED
Mon					
Tue					
Wed					
Thu					
Fri					
Total					

- **Lots of calls, few conversations?** Change the time of day.
- **Lots of conversations, few walkthroughs?** Change the offer.
- **Lots of walkthroughs, few signed?** Send the bid faster and follow up on day 2, 5 and 10.

They're going to Google you after the call.

A good call earns you a search. If they find no website, no reviews and a personal email address, the call was wasted. Fairhaven Design builds websites and quote follow-up for commercial cleaning companies, so the business they find looks like the one you described.

fairhavendesign.com/cleaning

Call business lines by hand, honor every request to stop calling, and check your state's telemarketing rules. General information, not legal advice. Free to print and share. © 2026 Fairhaven Design.