

## The Smell of Money

How many times have you walked or driven past a restaurant and smelled the aroma of cooking taking place? Perhaps it's the spicy smells of oriental stir-fry or the mouth-watering aroma of steaks barbecuing over an open broiler. What you are smelling is the residue of the cooking. What you are smelling, is the **Smell of Money!**

Each time an order is served up, a small amount of the cooking oils and vapors is sent out of the building through the kitchen exhaust system. Some of these oils condense within this exhaust system and, over time, build up, until they pose a serious fire hazard.

There is a multi-million dollar a year service industry keeping these systems running efficiently and safe from potential fire hazards.

Ask yourself, *"How many restaurants are there in my area?" "If I sold just a few of these outlets, I would have a successful business!"*

Many of you may already do some sort of contract work in the food service industry. If so, how many times have you been working in a restaurant and been asked, *"Do you know of anyone who can clean the kitchen exhaust system properly?"*

They may go on to relate to you how every cleaning company they get in, seems to either leave the kitchen in a mess or it is discovered that the entire job is not being done properly.

As someone who is making every effort to provide his customers with a quality service, you may have given serious thought to trying to do this exhaust cleaning job yourself. You may have reasoned; *"Here is an excellent opportunity to satisfy my customer and expand my company's income base."* You may already have the customer base, trucks, labor force or other logistical requirements, so it makes sense to expand into this field.

If you are in this position you have probably asked yourself a number of questions, such as:

- Where do I get some understanding of this field?
- How much should I charge to do this sort of work?
- How do I go about selling service contracts?
- What are the customers biggest concerns?
- How do I overcome objections?

These questions and many more are answered in the recently published, Phil Ackland's Kitchen Exhaust Systems Cleaning and Certification Manual and Phil Ackland's Kitchen Exhaust Systems Manual - Sales and Marketing Supplement. These two books combine to give the reader valuable information concerning all aspects of kitchen exhaust system servicing.

The Cleaning and Certification Manual is an approximately 600 page illustrated guide that goes into depth on subjects such as:

- How to inspect the system according to the NFPA #96 Standards.
- What restaurant owners are expecting from competent exhaust cleaners.
- An extensive step-by-step cleaning guide, which walks you through the 'how to' of servicing the systems.
- A detailed list of the tools that are required to do this work.
- An appendix with the names and addresses of various equipment, products and chemical suppliers.

Additionally, a number of valuable forms are provided which will help you inspect the job, catalogue what needs to be done, and provide valuable information to the customer after the job is complete.

Whether you are contemplating getting into this service business, or have been in it for a number of years; Phil Ackland's Kitchen Exhaust Cleaning and Certification Manual and this Sales and Marketing Supplement will give you the knowledge to succeed in this profitable service business.

**Phil Ackland** has been in the exhaust system field for over thirty years. From a one-man operation, he built a large, successful franchise organization. He is the founder of the International Kitchen Exhaust Cleaning Association (I.K.E.C.A.). He sits on the NFPA #96 Standards committee and assisted the City of Vancouver, BC in creating a Certification Program for Fire Protection Technicians. He also acts as a technical advisor to lawyers and insurance companies on fire damage claims. Recently, he has been teaching seminars on inspecting commercial kitchen exhaust systems.

He offers an intensive 5-day course on getting into the Kitchen Exhaust Cleaning Business.

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