

# TRAIN TO GAIN

The importance of employee training and development in the cleaning industry is paramount; this is because every job aims for the same goal of customer satisfaction.

Without proper training, the employee-customer interaction could be less than perfect, affecting your bottom line. Training can cost, but the benefits can outweigh the expense and should be seen as an investment in your business.

In the areas of Health & Safety effective training is vital to your business, and by law must be the priority over all other operational aspects.

You can get the best results from a training program by targeting specific areas that need improvement. Carrying out a training needs analysis is the important first step to recognising what within your business needs development.

For example, if you've noticed an increase in call backs from customers about work quality and service, your training efforts might concentrate on these two areas. You might enrol your technicians in a training programme or arrange onsite training through a registered training organisation.

The importance of these efforts will be apparent when customer complaints turn to praise and you begin to notice an increase in repeat business. It's important to begin training your new recruits soon after hire, instructing them on your standard operating procedures and the specifics of their jobs. Doing so places them on the right path from the beginning of their employment and stops the potential development of bad habits.

When you invest in new employees by providing learning opportunities, you can contribute considerably to the advancement of your organisation and your staff's development.

Training also gives you key insights to determine the potential in your staff and shape them to be your future leaders. Developing your existing employees is just as important to provide a consistent level of customer satisfaction. The opportunity of career progression for your employees does not go unnoticed. Your investment in growing new supervisors and managers demonstrates your confidence in the people who work for you.

Providing ongoing training and development affects your business' ability to remain competitive. A great way to beat your competitors could be through ensuring your employees' skills are a cut above the rest.

Frequently revisiting customer service training, such as how to address customers in both positive and negative situations, can ensure your customers enjoy their experience and consolidate a positive ongoing relationship that ensures future company growth.

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