

# Cleaning INDUSTRY Awards

**Begin with Achievements:** Reflect on your significant accomplishments in the cleaning industry. Highlight milestones, awards, or recognitions earned in the past.

**Identify Your Proudest Job:** Share a story or case study about a cleaning project that you are exceptionally proud of. Discuss the challenges faced, strategies implemented, and the outstanding results achieved.

**Highlight Innovation:** Describe how you have innovated within the cleaning industry. Whether it's adopting new technologies, implementing eco-friendly practices, or developing unique service offerings, showcase your commitment to innovation.

**Present Results with Before and After Proof:** Provide compelling evidence of your impact by showcasing before-and-after photos/videos of your cleaning projects. Quantify the improvements achieved wherever possible.

**Include Testimonials:** Feature testimonials from satisfied clients or partners to reinforce the quality of your services and the positive experiences you deliver.

**Emphasize Certifications:** List relevant certifications or accreditations that demonstrate your commitment to quality, safety, and professionalism in the cleaning industry.

**Set Yourself Apart:** Clearly articulate what sets your cleaning business apart from competitors. Highlight unique selling points, such as specialised expertise, exceptional customer service, or innovative approaches.

**Share Marketing Material:** Include current and historic marketing materials to illustrate your business growth and branding efforts over time.

**Discuss Improvement:** Reflect on how your business has evolved and improved over time. Highlight any strategies or initiatives implemented to enhance service quality, efficiency, or customer satisfaction.

**Outline Plans for the Future:** Provide insights into your strategic plans for the next 12 months. Discuss your goals, expansion plans, or initiatives aimed at further improving your services and business operations.

**Maintain High Levels of Service:** Describe your approach to maintaining consistently high levels of service. Discuss quality control measures, staff training programs, and customer feedback mechanisms.

**Address Unique Challenges:** Share anecdotes or experiences detailing unique challenges you have encountered in the cleaning industry and how you overcame them. Highlight your resilience, problem-solving skills, and adaptability.

**Offer a Van Tour:** Provide a virtual tour of your cleaning van, both inside and out. Showcase your equipment, organization, and branding to give judges a glimpse into your operational capabilities.

**Include Multimedia Elements:** Supplement your written entry with photos, videos, or other multimedia elements to enhance engagement and showcase your work effectively.

**Submission Method:** Entries can be submitted in whichever way the entrant feels like best showcases their company. Photos, videos, or another creative method. All entries must be sent via [wetransfer.com](https://wetransfer.com) to [info@cleaningawards.co.uk](mailto:info@cleaningawards.co.uk).

These guidelines aim to encourage entrants to reflect on their achievements, showcase their strengths, and present a compelling case for why they deserve recognition in the cleaning industry awards.