



A short bio...

In 1999 we found ourselves down and out with no money to support our family. My husband, Hamish, and I made a vow to never let that happen again. To earn additional income, he began cleaning offices and soon after saw an opportunity to turn it into a thriving business, Cleancorp.

In the beginning, the business was growing slowly, but we weren't organized and really didn't have a reliable sales and marketing process to attract, convert and retain customers.

Then in 2008 I left my job working as a Director of Sales and Marketing for an International Hotel Chain, and joined Hamish in the business. Right away, I needed to figure out how to market something that nobody wanted to buy. Nobody **wants** to buy a cleaning service, right? They just want a clean office or building.

Today, I'm sharing some of the ideas we've used to reduce customer turnover, put our follow up on steroids, and increase our revenues by 577%.

These strategies have skyrocketed our business from a 1 person, 1 contract company, serving Sydney, to what it is today, 8 office staff, 120 Janitors and over 240 contracts all over Australia and New Zealand and have been absolute game changers in helping us achieve our results.

In April this year we won the Infusionsoft Small Business ICON Award – a huge achievement. We are the first ever international company to win this award, and I am the first woman to ever win, and now I'm working with other companies to show them how they can get organised, save time and grow sales.

Please check out our video here - [Infusionsoft Small Business ICON Finalist - 2014 - Video](#)

This video was posted live during #ICON14 Livestream from Infusionsoft on Livestream.com – where we presented our story in front of 3,500 people in Phoenix, Arizona. Please note that our talk begins at 1.00 into the video (the video shows all 3 finalists presentations, so you will need to go through to minute 1.00 to see the beginning of our presentation) :

[Cleancorp Presentation - Infusionsoft Conference, Phoenix Arizona](#)

The video below is of us winning the prize – please go to minute 9.30.

[Video of Cleancorp winning Small Business ICON Award 2014](#)