

SUMMER 2025

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**Specialty Floor Care Challenges**

***A Guide to Maintenance and Longevity***

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# SPRING IS JUST AROUND THE CORNER TIME TO REFRESH YOUR SUPPLY CLOSET!

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# ISSA Canada Needs Your Help!

By TOM FOURNIER, Chair,  
ISSA Canada Distributor Council

Although I represent the ISSA Canada Distributor Council, this article is aimed at ALL ISSA Canada members.

Earlier this year, the Distributor Council began to offer programming that was the result of feedback we received during our 2024 survey work. Unfortunately, we opted not to run the scheduled June session due to a lack of engagement for the content that we had offered prior to the session. Live attendees fell well short of the registrations that we received, and the

recordings of the sessions also had very limited views.

ISSA Canada is in the process of re-viewing our targeted content, and trying to make it more widely appealing. We are also reviewing our methods of ensuring the messaging is being received by our valued industry representatives. This is where you can help!

There is an opportunity for the ISSA Canada community to help make more people aware of the content being created and offered, as well as share in the information ISSA Canada has to offer.

How can you lend a hand? Here are a

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## Subscribe to Clean Canada

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**Clean Canada** is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada. **Clean Canada** is published four times per year – Winter, Spring, Summer and Fall. For more information, please contact:



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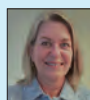
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## ISSA HYGIEIA NETWORK UPDATE



# Nominations Open for the Annual ISSA Hygieia Network Awards

The ISSA Hygieia Network is soliciting nominations for its annual awards that recognize professionals and companies that embody its mission of advancing women in the cleaning industry.

To nominate an individual or company, fill out the [nomination form](#) on the ISSA Hygieia Network website. The nomination deadline is September 22, 2025.

Nominations are open for six categories:

- The **Member of the Year** award recognizes a woman's involvement in activities that align with Hygieia's mission and vision.
- The **Rising Star of the Year** award honors a woman age 45 or younger who has made significant achievements and demonstrated consistent upward mobility in her career within the industry.

- The **Company of the Year** award celebrates a company's involvement in activities that align with Hygieia's mission and vision.

- The **Ally of the Year** award recognizes a person who has shown tremendous support toward Hygieia's mission.

- The **Mentor of the Year** honors a mentor who has shown great leadership qualities and support to their mentee through the ISSA Hygieia Network Mentoring Program.

- The **International Member of the Year** award acknowledges a person's involvement in activities, outside of the United States, that align with Hygieia's mission and vision.

All awards will be presented at the Hygieia Network Awards Reception on Wednesday, November 12 – during ISSA Show North America.

Nominate today by [clicking here](#). 🍁



# Future-Proof Your Facility with Proactive Ergonomics

Best practices for protecting your workforce—and your bottom line

By EMILY NEWTON

Facility management leaders have spent years focused on improving ergonomics in cleaning and maintenance work to enhance their employees' well-being. Musculoskeletal disorders and chronic pain are some of the common ailments experienced by workers. Implementing recommendations from organizations like the Occupational Safety and Health Administration (OSHA) and the National Institute for Occupational Safety and Health (NIOSH) helps reduce many harmful influences, and stakeholders can protect staff using other measures.

## INVEST IN ADJUSTABLE WORKSTATIONS

Workers may experience various injuries to their hands, back, and other body areas. Sitting at a desk can lead to carpal tunnel syndrome from too much typing and using tools on production lines can cause trigger finger. Workplaces can combat these adverse effects by installing flexible workstations with:

- Adjustable desks
- Maneuverable monitor arms
- Sloped keyboards

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## ISSA Canada Needs Your Help!

few suggestions:

(1) Go to the [ISSA Canada YouTube channel](#) and subscribe.


(2) While on the YouTube channel, take the time to check out the content that is already available there.

(3) When you see ISSA Canada promoting an upcoming event or webinar on a platform like LinkedIn or via email, please like the post or share the email. It is amazing how much more it will be seen if people engage with the post and the emails. It is even better if you can repost it and add a comment of your own.

(4) When you see a notice of an upcoming event or webinar, please share it internally with your organization and externally with your customers.

(5) Check to see who within your organization is on the ISSA Canada mailing list. **There is no limit to the number of contacts you can have on this list.**

(6) If you are a marketing specialist and wish to help, please reach out to Tanja Nowotny at [tanja@issa.com](mailto:tanja@issa.com) and let her know you wish to help. The more people who step up and help will assist ISSA Canada to be more effective for all of us as a community and a Canadian focused resource centre!

As we move forward, the success of ISSA Canada's programming depends on the collective efforts of our community. Whether you're a distributor, manufacturer, service provider, or facility manager, your engagement helps shape the value and relevance of the content we deliver. By working together to boost visibility, share resources, and support one another, we can ensure that ISSA Canada remains a vibrant, inclusive, and a responsive industry hub. Your voice matters – let's use it to build something better, together. 

# Future-Proof Your Facility with Proactive Ergonomics

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- Feet cushions or mats
- Responsive chairs with lumbar support.

Such customization options give workers the freedom to adjust their tools throughout the day, based on how their bodies feel. Staff can partially mitigate an instantaneous onset of stress or pain by repositioning what they need to feel comfortable. Such equipment aligns with [OSHA's definition of ergonomics](#) as a means of adapting the job to the individual.

### IMPLEMENT ERGONOMIC ASSESSMENTS AND TRAINING

Safety professionals can support employees by requiring training that teaches workers how to protect themselves in physically demanding situations. Even something as simple as maintenance on large scrubbers and vacuums can [increase productivity by 20- to 50 per cent](#), encouraging people-first designs that make tools easier and less cumbersome to use.

Education should include lifting techniques, posture correction, and strategies for improving accessibility. Staff will feel more empowered to be proactive in injury prevention if they have the foundational knowledge to guide their decisions.

Scheduled assessments should complement training efforts. Facility managers should regularly review ergonomic processes to evaluate their ongoing effectiveness. This will also help ensure that people are using ergonomic practices correctly and can identify potential gaps in training. Oversight can also create opportunities for one-on-one training, especially as the workforce develops varying levels of awareness of ergonomic techniques.

Assessments can identify fixtures in the workplace that are ergonomically unsupportive. For example, inventory management in warehouses frequently compromises ergonomics. Drawers with poor fittings force workers to strain their wrists, and tall shelving causes them to crane their necks. Replacing components—such as installing smoother bearings—can make movements more precise and controllable, and adjustable shelving can help prevent strain.

### CHOOSE ACTIVE FURNITURE OPTIONS

Many industrial workers, contractors, and labourers engage in physical activity as part of their tasks but still sit at desks for most of their shifts. When possible, these desk-based activities should incorporate movement.

Treadmill desks and balancing chairs motivate sedentary people to do passive stability exercises and cardio. Facility workers already often experience other conditions, [such as asthma or cardiovascular disease](#), so every opportunity to build stamina helps.

Exercise-oriented options improve workplace ergonomics in several ways, and it becomes easier to prioritize fitness when management embeds it into company culture. Research also [shows treadmill desks can improve mood](#), focus, and job satisfaction.

### PROMOTE MICROBREAKS AND STRETCHING

Many workers have intense work schedules, and power through their shifts to complete their assignments on time. Managers should encourage short and frequent breaks to stretch and relax. Incorporate reminders on computers, work phones, or wearable technologies to prompt workers to stand up and move every hour.

Facilities can foster a culture of well-being by creating designated spaces for workers to decompress and stretch. These spaces should be out of the way of work zones where people haul and transport heavy materials. Managers should also provide educational materials in these spaces that teach workers how to stretch and do light exercise. Team members may be more inclined to use these spaces if they know what to do there.

### OPTIMIZE LIGHTING AND ACOUSTICS

Ergonomics involves more than individual tools or furniture. Other facility elements enhance or take away from the effectiveness of ergonomic strategies. Bright lights and minimal sound absorption put strain on the eyes and ears. Facil-

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# Specialty Floor Care Challenges: *A Guide to Maintenance and Longevity*

**D**esigned for enhanced performance and durability, it's no wonder that so many commercial facilities are being outfitted with specialty flooring. In addition to providing a stylish, upscale look, many offer unique features like slip and chemical resistance, shock absorption, and moisture resistance, making them ideal for high-traffic areas.

While specialty floors have gained traction for their performance, many are marketed as "low maintenance," which can often leave facility managers and cleaning crews unsure of the proper cleaning methods and maintenance re-

quirements.

The truth is, that every floor requires an ongoing maintenance plan to keep them functional and attractive. To prolong the life of specialty flooring, it's critical to understand common flooring

challenges, review manufacturer specifications, and implement an appropriate, comprehensive cleaning program.

## TYPES OF SPECIALTY FLOORS AND THEIR COMMON CHALLENGES

Currently, some of the most popular specialty floors in commercial spaces include luxury vinyl tile (LVT), linoleum, ceramic and rubber. To care for these floors properly, it's important to be aware of typical challenges that often arise. These challenges include:

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## INDUSTRY EVENT



## Registration Now Open for ISSA Show North America

Registration is now open for **ISSA Show North America 2025**—the premier event for the cleaning and facilities solutions industry. Taking place **November 10 to 13, 2025**, at the iconic Mandalay Bay Convention Center in Las Vegas, this year's show will bring together thousands of industry professionals from across the globe for an unforgettable week of education, innovation, and networking.

Organized by ISSA, the worldwide cleaning industry association, the show is a must-attend event for distributors, manufacturers, building service contractors, in-house service providers, and residential cleaners. From hands-on product demonstrations and expert-led education sessions to unparalleled networking opportunities, ISSA Show North America offers something valuable for everyone involved in the business of clean.

This year's event reflects the industry's continued focus on innovation, sustainability, and collaboration. Attendees can expect an expansive exhibit hall featuring hundreds of leading suppliers showcasing the latest products, technologies, and solutions. Whether you're looking to discover cutting-edge equipment, learn about sustainable practices, or explore software that streamlines

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# Specialty Floor Care Challenges: *A Guide to Maintenance and Longevity*

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- **Luxury Vinyl Tile (LVT):** Even with its strong protective layer, this flooring is susceptible to scratches and dents in high-traffic areas. Often, sticky dirt and debris can get trapped in the crevices of the textured tiles. If left too long, they may not even be able to be removed with daily cleaning.

- **Linoleum:** While very sturdy, linoleum is sensitive to excessive moisture and improper cleaning solutions, such as those with a high pH or harsh chemicals. Improper care can also lead to discoloration or degradation over time.

- **Ceramic Flooring:** Recognized for its durability and ease of cleaning, the porous grout in ceramic flooring can trap debris making grout lines look dirty and proper maintenance difficult. Surface wear is also a common pain point, and slick finishes can lead to slip and fall hazards.

- **Rubber Flooring:** Rubber flooring is durable only if properly cared for. If the wrong cleaning agents are used, residue can build up and negatively affects the appearance of the floor. It can also lose elasticity and cushioning if it is exposed to excess moisture, harsh chemicals or heavy wear and tear.

### DEVELOPING A STRATEGIC, PROACTIVE FLOOR CARE PLAN

To avoid these common challenges and keep specialty floors in optimal condition, facility managers must develop an ongoing maintenance plan specifically designed to complement the floor material. Best practices include:

- **Review Manufacturer Specifications:** To avoid damaging the floor, review manufacturer specifications prior to cleaning. Assess all materials including maintenance instructions, recommended cleaning methods, compatible products and preventative care measures. If unavailable, contact the manufacturer directly as instructions vary by manufacturer and material type.

- **Create a Consistent Cleaning Regimen:** Once manufacturer specifications are identified, create a detailed cleaning plan that outlines proper guidelines, specific instructions and techniques for daily cleaning. Prioritize training pro-



grams to ensure employees follow the established floor care protocol. Schedule deep cleaning on a regular basis to remove stubborn dirt and preserve the floor's appearance and durability. Beyond regular cleaning maintenance, always wipe up spills and remove moisture immediately. Consider implementing entry-way mats to trap dirt and debris before it enters the facility.

- **Select High-Quality Floor Care Products:** Using quality cleaning products is an investment in the appearance and longevity of floors. Avoid harsh and abrasive cleaners that may dull or damage the flooring. Consider a heavy-duty neutral pH floor cleaner that is specially formulated for daily maintenance that is compatible with multiple flooring types. For embedded dirt, use a neutral floor cleaner in combination with a scrub pad to remove deep grime and provide shine without added floor finishes.

### CONSISTENCY IS KEY FOR LONG-LASTING FLOORS

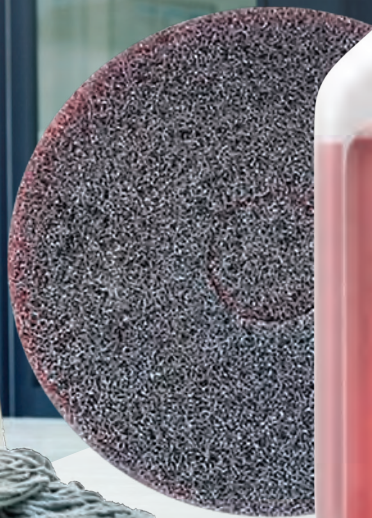
While specialty floors may not be as low maintenance as they appear to be, proper care doesn't have to be difficult. To keep floors looking their best and boost longevity, facility managers must prioritize a specialized floor care plan that values proactive maintenance. A plan that aligns with the manufacturer's specifications, combined with quality products and equipment, can keep floors looking visually appealing and in optimal condition for many years to come. 🍁

For more information on SC Johnson Professional floor care solutions, please visit [scjp.com](https://scjp.com).



# FLOOR CARE SOLUTIONS

FOR BUILDING SERVICE CONTRACTORS



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**Cleans a variety of tile types including:** Linoleum · Marmoleum · Ceramic · Luxury Vinyl · Rubber

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Concentrated formula tackles everyday dirt & deep-seated grime

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Low residue, low foaming cleaner ensures lasting gloss and shine

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## Future-Proof Your Facility with Proactive Ergonomics

ity managers can address these issues by changing lighting intensity, bulb type, and colour, and installing sound-absorbing panels or ceiling tiles, where appropriate.

### APPLY ERGONOMIC EQUIPMENT PROCUREMENT STANDARDS

Leaders and managers must do more than purchase the trendiest ergonomic equipment. Research and comparative analysis are essential. Managers should apply the same high standards for procuring these items as they do for business-critical materials.

Creating ergonomic procurement standards before making the first purchase will set a positive precedent. These standards can specify the requirements and preferences for new equipment, such as chairs, tools, and heavy equipment.

Managers are also responsible for vetting suppliers based on their safety compliance adherence, credentials, and participation in health research. These criteria should inform all ergonomic product procurement, especially for industrial workers, to ensure high-quality products and benefit staff.

### ERGONOMICS HELPS IMPROVE WORKFORCES

Injuries among contractors and maintenance professionals are too frequent, but facilities can reduce the number of incident reports and workers' compensation claims by investing in ergonomics. Doing so can improve the physical and mental well-being of workers, encouraging them to stay with companies longer, and commit to professional development. 🍁

— Emily Newton is an industrial journalist. As Editor-in-Chief of *Revolutionized*, she regularly covers stories in construction and facilities management.

SOURCE: CMM Online

## INDUSTRY INPUT NEEDED!



## Help Us Improve Medical Device Instructions for Use

*ISSA needs your expertise to help make manufacturer instructions for use (IFUs) more effective for healthcare workers and facilities*

**I**SSA Canada, in collaboration with Infection Prevention and Control Canada (IPAC Canada) and Caroline Etland, associate professor at the University of San Diego and former President of The Healthcare Surfaces Institute, a division of ISSA, is conducting a crucial research study. We are collecting data on the challenges healthcare professionals face when trying to adhere to manufacturer instructions for cleaning and disinfecting medical devices—also known as instructions for use or IFUs/directions for use or DFUs.

### WHY PARTICIPATE?

- Your experience is essential to identifying barriers and opportunities for improvement in IFUs.
- The survey takes just five minutes and is open until July 18, 2025.
- Your feedback will directly inform recommendations to manufacturers to provide clearer, more actionable device instructions, supporting safer and more efficient healthcare environments—and better outcomes for patients.

### WHO SHOULD TAKE THIS SURVEY?

We are seeking responses from professionals in:

- Infection prevention

- Environmental services
- Sterile processing
- Facilities management
- Biomedical engineering
- Nursing.

Please note, this survey has been approved by an Independent Review Board to ensure that research complies with regulations, ethical standards, and institutional policies.

We encourage you to please forward this invitation to colleagues who have experience with medical device cleaning, disinfection, or IFU compliance. 🍁

**START THE SURVEY**





# Three Ways Manufacturers Impact Facility Maintenance Speed & Success

*Keep staff effective with the tools they need*

By RONNIE PHILLIPS, Ph.D.

**T**he 1986 movie “Top Gun” features Pete “Maverick” Mitchell saying, “I feel the need, the need for speed,” while flying an F-14 Tomcat. This phrase is cemented into pop culture and is used to illustrate the need for expediency in virtually any situation – including facility maintenance.

Maintainers often have more tasks to complete than time in the day, and they can be hard pressed to disinfect restrooms, refill dispensers, change batteries, scrub floors, and perform routine maintenance within the allotted hours. The last thing they have time for is an empty supply closet, lengthy maintenance manual,

or hours of customer service hold music.

Below are three capabilities facility managers can look for in their dispenser manufacturer partner to keep maintainers efficient and effective.

## UNINTERRUPTED PRODUCT SUPPLY

COVID taught the world a number

of critical lessons, one of which was the importance of a future-proofed supply chain. It doesn't matter how fast a maintainer works if he or she is unable to perform even their most basic tasks of replacing toilet paper, paper towels, hand soap, or dispenser batteries because supplies aren't available.

The only way to prevent a maintainer from encountering an empty supply closet is to partner with a manufacturer that has the infrastructure to ensure that doesn't happen.

Facility managers might ask some pointed questions of their preferred manufacturer or distribution partner to

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## Registration Now Open for ISSA Show North America



operations, the show floor delivers a comprehensive snapshot of where the industry is headed.

Education is a key pillar of the ISSA Show experience. The 2025 line-up includes more than 80 sessions, workshops, and certification opportunities led by some of the most respected voices in the industry. Topics will cover everything from infection prevention and workforce development to supply chain strategies, business growth, and emerging technology.

In addition to learning and exploration, the show provides an excellent platform to connect. Networking events, roundtables, and receptions create space for professionals to exchange ideas, foster new partnerships, and gain insights from peers and thought leaders alike. Special programming for emerging leaders and women in the industry will return, building on the success of previous years and offering even more opportunities for mentorship and growth.

Early registration is strongly encouraged to take advantage of discounted rates and secure accommodations at preferred hotels. To register and learn more about the show schedule, exhibitor list, and travel details, visit [www.issashow.com](http://www.issashow.com).

Don't miss your chance to be part of the industry's most influential event. Join us this November in Las Vegas and help shape the future of clean. 🍁

## Three Ways Manufacturers Impact Facility Maintenance Speed & Success

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determine if they consistently invest in manufacturing and logistics automation, if they have a business continuity or recovery process in place, and if they have a dedicated transportation fleet. The correct answers to these questions are “yes” and “let me show you.”

### ON-DEMAND VIDEO TROUBLESHOOTING

According to a recent survey, 79 per cent of maintainers interviewed prefer in-person / hands-on training when learning how to work with new equipment. Unfortunately, in-person facility maintenance product training is time-intensive and often inefficient and impractical when maintainers need to hit the ground running from day one.

For this reason, more manufacturers are simplifying their equipment designs, removing complexity, and delivering equipment with visual, often colour-coded, cues to intuitively guide maintainers through simple tasks such as loading product or changing the battery. For situations that require on-the-spot troubleshooting, QR codes within dispensers provide maintainers with immediate access to easy-to-follow video tutorials they can view – and view again and again if necessary – from their cell phones.

With 100 per cent of facility maintenance staff in the survey indicating they carry a cell phone with them while they work, QR codes are a valuable tool to help maintainers do their jobs efficiently and effectively.

### LIVE CUSTOMER SUPPORT

Undoubtedly, situations will arise when a maintainer needs to make direct contact with a manufacturer's customer support representative. In those in-

stances, the representative has the ability to showcase how easy (or difficult) that manufacturer is to work with.

This isn't just about the representative answering the call after one ring or having a friendly tone of voice; it's how knowledgeable the representative is on the products and how they work, as well as the tools they have available to help diagnose and resolve the problem at hand.

Just as facility managers should ask questions of manufacturers and distributors about supply chain capabilities, they might also ask about live customer support services. For example, have representatives gone through product training? Is real-time call transcription used so representatives can focus on the customer rather than on taking notes? Do representatives leverage visual remote assistance technology so they can gain visual access to products during calls?

Facilities and dispenser manufacturers *should* have similar goals – to keep maintainers productive and the facility properly functioning. Getting educated on how different manufacturers operate and pursue product design can provide facility managers with the confidence to know they actually are aligned and have what it takes to get the job done right, the first time, every time. 🍁

– *Ronnie Phillips, who has a Ph.D. in Chemistry from the Georgia Institute of Technology, is senior director of Washroom Innovation at GP PRO, the away-from-home division of Georgia-Pacific, and an adjunct faculty member in Georgia State University-Perimeter College's Chemistry Department. GP Pro is a recognized leader in designing innovative restroom solutions that meet the needs of both restroom users and maintainers. To learn more, visit [www.gppro.com](http://www.gppro.com).*

SOURCE: FC&M Magazine

**Nominations Now Open for the ISSA Hygieia Network Awards!**

**NOMINATE NOW**





# Complacency

By TROY HARRISON

**I**magine a well-oiled business machine humming along smoothly, basking in past glories. But here's the catch: The market doesn't care about your laurels. Complacency can be like a stealthy assassin that silently creeps into a business, wreaks havoc, and leaves it gasping for survival. But things were going so well...

I recently spoke with a business owner about prospecting and selling new accounts when the owner asked me an interesting question: 'When should I stop worrying about selling new accounts?' My response is always the same: "You should never stop selling new business!" It's been said that pride goeth before a fall. That's probably true, but in business, complacency goeth before total collapse.

For a brief time, I worked for a company with an astounding growth rate. They went from zero to US\$35 million in annual revenue in 10 years – all on the skill set of some talented salespeople

and excellent customer service. When they reached \$35 million, they decided to take a "break" from selling new business. Their logic was that they were making plenty of money, the people were happy, and selling new business placed unnecessary strain on their company's infrastructure. Two short years later, they were making \$17 million in annual revenue, losing big bucks, and panicking about the company's longevity.

What happened to them isn't uncommon. First, one big customer went into bankruptcy and ceased operations. Then, top management at another big customer

was swept out, and new management wanted to use a different vendor than the old. Add in a customer death; they were down to \$23 million in a few months. So, what happened to the rest of their business?

Complacency is what happened. When the salespeople were told not to sell new business, a couple didn't like it... but most did. Remember, everyone at this company was making big bucks, and relieving the salespeople of prospecting responsibility while keeping their compensation high was a dream job for many of them. Not all sales staff were financially affected by the collapse in revenues, and those who weren't affected didn't feel any real pressure to build the company back up.

Next, customer service went to hell in a handbasket. The intent of the "no new customers" mandate had been to make the customer service and produc-

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## INDUSTRY EVENT



**M**ark your calendars and get ready to celebrate with the Canadian professional cleaning community at Canada Night 2025, taking place **Tuesday, November 11**, from 5:15 to 7:30 p.m. in the South Pacific EF ballroom at the Mandalay Bay Convention Center in Las Vegas, NV.

Hosted during ISSA Show North America, Canada Night is an annual tradition that brings together ISSA Canada members, industry partners, and international guests for an evening of networking, refreshments, and national pride. It's the perfect way to kick off a busy week at the show – whether you're reconnecting with familiar faces or making valuable new contacts.

This lively and well-attended reception shines a spotlight on Canada's contributions to the global cleaning industry. It also offers a welcoming space to exchange ideas and foster relationships that support both individual business goals and the broader industry.

Sponsorship opportunities are now available! Sponsors receive high-profile visibility throughout the evening, recognition in event materials, and a chance to align their brand with one of the most anticipated social events of the year. Your support not only helps us elevate the experience but also reinforces your company's commitment to the Canadian marketplace.

Don't miss out – we encourage all ISSA Canada members, partners, and supporters to attend and take advantage of this unique opportunity. Let's celebrate Canada together in Las Vegas! *To learn more or secure your sponsorship, contact ISSA Canada today.* 🍁

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tion jobs easier, more pleasant, and more productive. It had the exact opposite effect. The customer service reps no longer had to deal with the changing needs of a sales force bent on growing the business, and they got fat and happy (not unlike the salespeople). Attention to detail and follow-up suffered. Production expanded what work they had to fill the time allotted since there was no pressure to get orders out to impress new customers. The whole thing took on the customer-friendly atmosphere of your average Department of Motor Vehicles office.

In a nutshell, an entire company got lazy. That \$35 million looked good, but they didn't count on normal customer attrition. Granted, it's unusual to lose three huge customers within a few months' time, but it's not so uncommon that you can think, "It would never happen to me." The salespeople, customer service, and production people who were only too happy to shift into "maintenance" mode found it challenging to shift back into "hit the bricks and sell" mode. The company struggled mightily with these issues. Ownership didn't help much, either. As the company lost big money, they jetted to vacation homes and bought new Mercedes and Porsches instead of tending to business.

Salespeople aren't immune to this syndrome, either. Salespeople can attain a certain income level and decide it's "enough" to live on. Like the people at the company discussed above, it is far more difficult to re-start prospecting than never to stop. I once interviewed a gentleman for a sales position who had a long background in the industry that I was working in, had worked with many of the same types of clients that I wanted to do business with, and presented himself very well.

The chinks in the armor showed when he told me how he built a \$1.5 million per year territory (very impressive in that particular industry and time) by prospecting and cold-calling and bragged that he had been working with many of his customers for more than 10 years. When I asked him how much business he was doing at the present, he replied that he was doing about \$350,000 annually. It was elementary to drill down and find out that he had

## Complacency



built this significant territory, stopped prospecting, lost customers to the usual attrition, and not filled his sales funnel with new prospects and new business. His plan, in fact, was to bring his business (what was left of it) over to my company and presumably ride it all the way down to zero. Not surprisingly, I didn't hire him, and I don't know if anyone else did.

### NEVER FALL INTO THE TRAP OF COMPLACENCY

The lesson here is crystal clear: Never stop selling. Complacency is a silent killer in the sales world, sneaking up on even the most successful businesses and individuals. It's easy to fall into the trap of thinking you've "made it" and can coast on your current customer base. But the hard truth is, customers come and go, sometimes in bunches, and often when you least expect it.

Savvy sales managers and top salespeople know that keeping that sales funnel full is the key to long-term success. Always be prospecting, always be looking for new opportunities, and always be hungry for growth. It's not just about hitting your numbers today; it's about ensuring you'll still be in the game tomorrow, next year, and a decade from now. Remember, in sales, the moment you stop moving forward is the moment you start sliding backward. Keep selling, keep growing, and never, ever get complacent. 🍁

– Troy Harrison is the sales navigator and author of "Sell Like You Mean It" and *The Pocket Sales Manager*. He helps companies navigate the elements of sales on their journey to success. He offers a free 45-minute sales strategy review. To schedule, call (913) 645-3603 or email [tray@troyharrison.com](mailto:tray@troyharrison.com).

SOURCE: ISSA Online





# AI in Business

*Is it a game-changer or just something more to worry about?*

By JEFF CROSS

Everyone is talking about it—how it boosts productivity, streamlines operations, improves decision-making, and opens up new opportunities. What is it? AI.

Artificial intelligence (AI) is changing the way we do business. While some see the many benefits, many others are a bit uneasy about using it. What are the downfalls?

That's the topic I recently discussed with Dean Mercado, founder of marketing company Online Marketing Muscle®.

Mercado has seen AI's impact firsthand. "AI has been around longer than most realize, but it's only been in the public eye for the past year or so in a big way," he explained. "Businesses are now consciously embracing it, and that's where the real challenges begin."

Mercado has also seen the mistakes businesses make with AI. A few of the pitfalls companies can fall into include:

- Jumping on the AI bandwagon before making a plan.
- Selecting AI tools that don't fit.
- Treating data as an afterthought.
- Leaving your team in the dark.
- Failing to integrate AI with existing systems.
- Implement too many AI tools simultaneously.
- Ignoring privacy, legal, and ethical concerns.

- Expecting miracles.
- Putting customers on the back burner.
- Relying solely on AI, forgetting the human element.

AI is here to stay. It isn't going away. It will continue to evolve, expand, and reshape industries. But as Mercado emphasized, the key isn't just using AI—it's using it wisely.

"The best businesses will be those that embrace AI strategically, train their teams properly, and maintain the human touch," claimed Mercado. As for those who are still concerned about AI—don't let fear stop you from using AI to your advantage. "Don't fear AI—leverage it." 🍁

— Jeff Cross is the ISSA media director, with media brands that include ISSA Today, Cleaning & Maintenance Management, and Cleanfax. He can be reached at [JeffCross@ISSA.com](mailto:JeffCross@ISSA.com) or 740-973-4236.

SOURCE: ISSA Articles Online

## CALENDAR OF EVENTS

**JULY 16: Unlocking Savings and Improving Cleaning Performance: The Importance of Accurate Chemical Dilutions** Webinar – 2:00 to 3:00 p.m. (Eastern) [LEARN MORE](#)

**JULY 24: Your Public Restroom Could Be Costing You: Why Inclusive Hygiene Matters** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**AUGUST 12-14: Cleaning Management Institute (CMI) Supervisor & Management Bootcamp**, ISSA Headquarters (Rosemont, IL) – 8:30 a.m. to 4:00 p.m. [LEARN MORE](#)

**AUGUST 14: From Mop to Management: Scaling & Growing a Rockstar Leadership Team** webinar, 1:00 to 2:00 p.m. (Eastern). [LEARN MORE](#)

**AUGUST 19: Leadership Panel: Secrets to Success from Industry Executives** webinar, 2:00 p.m. to 3:00 p.m. (Eastern). [LEARN MORE](#)

**AUGUST 26: Q&A with the Experts in Healthcare: Disinfection Compatibility** webinar – 11:00 a.m. to Noon (Eastern). [LEARN MORE](#)

**SEPTEMBER 11: Personal Brand and Storytelling: How to Talk the Talk** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**SEPTEMBER 24: ISSA Hygieia Masterclass: AI – What It Is and How You Can Use It to Enhance Your Work** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**SEPTEMBER 30: Clone the Owner: How to Scale Without Losing Your Mind (or Your Business)** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**OCTOBER 8: Work-Life Balance: Managing Personal Growth While Climbing the Career Ladder** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

**OCTOBER 14 & 15: Virtual Accredited Auditing Professional and the Certified Workloading Specialist** workshop – 10:00 a.m. to 4:00 p.m. (Eastern). [LEARN MORE](#)

**OCTOBER 15: ISSA Hygieia Network Strategies for Leading Diverse Teams** webinar – 2:00 to 3:00 p.m. (Eastern). [LEARN MORE](#)

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