

Smart Disinfection Milestones

Helping residential and commercial cleaning service providers increase profits by offering disinfection as a service.



Milestones to Successfully Launch Disinfection

- ✓ **Week 1 - Set Up & Learn How to Operate Equipment**
- ✓ **Week 2 - Soft Launch to Friendly Customers & Train Staff**
- ✓ **Week 4 - Launch to Customers**
- ✓ **Week 5-8 - Customer Success Stories & Promote**

Milestone	Date	Overview	Goal
Receive Equipment	Week 1 (Free Trial)	Receive equipment, unbox, review start up materials, and schedule 1x1 w/ BWR Onboarding Specialist.	Schedule 1x1 Onboarding Call
Getting Started Guide	Week 1 (Free Trial)	Visit www.buildwithrobots.com/support and review the Getting Started videos and guides to self-skill and learn how to set up and operate the minibot.	Review Training Videos and set up Breezy Blue™
Soft-Launch + Test	Week 2 (Free Trial)	Practice using Breezy Blue™ by fogging your home, a friend's home, or a good customer's home; following the training SOPs at www.buildwithrobots.com/support	Disinfect 3-4 Homes
Train Staff	Week 2-3 (Free Trial)	(Optional) Use training materials and your test experience to train crew members how to use the equipment, including SOPs, to fog a home.	Train employees
Introduce Disinfection to Customers	Week 4 (Free Trial)	Use the Marketing Toolkit to launch campaigns promoting disinfection services to your full customer base (email, text message, print promo templates). www.buildwithrobots.com/toolkit	Book 3-5 Disinfection Services
Promote Spotlight Story	Week 5-8 (Free Trial)	Create a Customer Success Story (create a social media post/write a blog, sharing your success or the success of your customer to promote disinfection service bookings).	1-2 Success Stories
Promote Services Ongoing to Customers	Week 9	Add recurring Disinfection Services to your list of services to increase profit and win more new business.	Paid Subscription Begins / Book Ongoing Services