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The Commercial Cleaning Prospecting Toolkit

The emails, phone scripts, follow-up schedule and tracking sheet for finding commercial cleaning clients: short messages you can fill in and send today, and the rules to check first.

Version 1.0, November 2026. The messages are examples to adapt, not tested scripts, and we make no claim about reply rates. This is general information, not legal advice. Published by Good Loux, goodloux.com. Free to use and share with your own team.

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How to use this toolkit

Everything here assumes you already know who to write to. If you do not, read How to Find the Person Who Hires Cleaning Companies first. Then, for each prospect:

1. **Check.** Run the checklist below. It takes about two minutes.
2. **Write.** Pick the email that fits (a manager of one office, or a property manager) and fill every bracket with something true. Delete any line that does not apply.
3. **Follow up.** Use the schedule: one follow-up, one phone call, one closing note. Then stop, unless they reply.
4. **Record.** Write each step in the tracking sheet, including who said no, so nobody on your side writes to them again.
5. **Respect the answer.** If someone asks you to stop, stop, and put them on your do-not-contact list.

> A message that depends on exaggeration, a fake deadline or a pretended acquaintance is worse for it. If a sentence is not true for you, cut it.

Before you send anything

Run through this once per prospect. It takes about two minutes.

1. You have a named person, or a general address you found on the company's own site. You did not guess an email address.
2. You know one true thing about the business or building, even if it is only what kind of place it is and where it is.
3. The message has your real name, company, phone number and a physical mailing address.
4. The message says plainly that it is a sales message and tells the reader how to stop hearing from you.
5. Their name is not already on your do-not-contact list.
6. You have written down the date, how you found them, and what you sent.

The rules behind items 3 and 4 are covered further down.

EMAILS

First email

This one is for an office manager, practice manager or small business owner. It asks two small things: who handles cleaning, and whether a walkthrough would be useful. It does not describe your whole company.

FIRST EMAIL TO AN OFFICE OR PRACTICE MANAGER

Subject: Cleaning at [Company or building name]

Hi [First name],

I run [Your Company], a commercial cleaning company that works in [city or area]. I'm writing to ask who looks after cleaning at [Company name] and, if it's you, whether you'd be open to a quote.

[One true sentence, or delete this line. For example: "We clean a few offices on [street or area]." or "I pass your building on the way to another job."]

If it's easier than reading more email, I can come by for ten minutes at a time that suits you, look at the space, and send a written quote. If someone else handles this, I'd be grateful for their name.

[Your name]
[Your Company] | [phone] | [website]
[Street address or registered PO box, city, state, ZIP]

This is a sales message from [Your Company]. If you'd rather not hear from me again, reply "no thanks" and I won't write again.

A few notes on using it. "I noticed" is only worth writing if you did notice something. A made-up compliment about their lobby is easy to spot. The ten-minute walkthrough is the real ask, so keep it small, and offer to work around their schedule. The last paragraph is there to meet the email rules described below, and it also tells the reader you will not be a nuisance.

If the walkthrough leads to a quote, Good Loux's free bid calculator turns a building's square footage, your labor costs and a target margin into a price per visit and a monthly price.

EMAILS

First email to a property manager

A property manager may handle many buildings and has different questions: whether you can be added as a vendor, and whether you are insured. This version leaves out the walkthrough and asks how they do it.

FIRST EMAIL TO A PROPERTY MANAGER

Subject: Cleaning vendor for [Property or management company name]

Hi [First name],

I run [Your Company], a commercial cleaning company serving [city or area]. I'm writing to ask how [Management company] chooses cleaning vendors for its properties, and who I should send our information to.

We can quote common areas, restrooms and tenant spaces, and I can send our certificate of insurance and references on request. [Add a sentence about the kinds of buildings you actually clean, or delete this line.]

If it's useful, I can walk [Property name] and send a quote, or I can simply send a one-page summary of what we do for you to keep on file. Tell me which you'd prefer.

[Your name]
[Your Company] | [phone] | [website]
[Street address or registered PO box, city, state, ZIP]

This is a sales message from [Your Company]. If you'd rather not hear from me again, reply "no thanks" and I won't write again.

Only offer references and a certificate if you have them to send. If you do not yet have either, cut the sentence. A property manager will ask for them, and having to say no after offering is worse than not offering.

EMAILS

Follow-up one (three or four days later)

The follow-up should add one thing, not repeat the first message. A short description of what a walkthrough covers is a good example, because it makes the ask less vague.

FOLLOW-UP EMAIL, A FEW DAYS LATER

Subject: Following up: cleaning at [Company or building name]

Hi [First name],

I wrote a few days ago about cleaning at [Company name], and I wanted to make it easy to answer.

If a walkthrough would help, it takes about ten minutes. I look at the areas, ask how often they're used and what matters to you, and send a written quote within [number] business days. There's no obligation.

If cleaning is handled by someone else, a name is all I need.

[Your name]
[Your Company] | [phone]
[Street address or registered PO box, city, state, ZIP]

If you'd rather not hear from me, reply "no thanks" and I won't write again.

Do not start the subject with "Re:" to make it look like a reply to something the person sent. It is misleading, and the email rules require subject lines that reflect what the message says.

Follow-up two (about two weeks in)

By now you have either had a reply or you have not. If not, send something short that gives them an easy way to say "later."

CLOSING NOTE, ABOUT TWO WEEKS IN

Subject: Last note from [Your Company]

Hi [First name],

I don't want to keep filling your inbox, so this is my last note for now.

If you're ever looking at cleaning bids, or your current contract is coming up for review, I'd be glad to quote. You can reach me at [phone] or reply here.

Thanks for your time,
[Your name]
[Your Company] | [phone]
[Street address or registered PO box, city, state, ZIP]

If you'd rather not hear from me, reply "no thanks" and I won't write again.

After this one, stop unless they reply. If they gave you a contract date earlier, write it in your calendar. Jobber's guide on commercial cleaning contracts suggests reaching out 60 to 90 days before a contract expires.

PHONE

Phone opener

Open a cold call by saying who you are and why you are calling, then ask a question the person can answer quickly.

PHONE OPENER TO THE PERSON WHO DECIDES

"Hi [Name], this is [Your name] with [Your Company], a commercial cleaning company here in [area]. I'm trying to reach whoever handles cleaning for [Company]. Is that you?

[If yes:] Good. I'll keep this short. I'd like to find out how cleaning's handled now, and whether it would be useful for me to send you a quote. Is this a bad time?

[If it is a bad time:] No problem. When would be better for a quick call?

[If it's someone else:] Thanks. Could I have their name and the best way to reach them?"

Call during their working hours, from a number that shows who you are, and say your company name early. The FTC's telemarketing rule requires caller ID information to be transmitted on the calls it covers, and a blocked or fake number is a bad start in any case.

For the front desk, the line from the earlier article is about as short as it gets: "I'd like to send some information to whoever looks after the building's cleaning. Could you tell me who that is, and whether email or phone is better?"

Voicemail

Voicemails are short. If you say your phone number, say it slowly, and say it twice.

VOICEMAIL (ABOUT TWENTY SECONDS)

"Hi [Name], this is [Your name] with [Your Company], a commercial cleaning company in [area]. I'm trying to find out who handles cleaning for [Company]. I'm sending a short email today with more detail. My number is [phone number], that's [phone number again]. Thanks."

Leave one voicemail per attempt. Speak it yourself. Automated or prerecorded messages sent to many numbers fall under separate rules that this article does not cover, so do not use these scripts that way.

OBJECTIONS

When they say they already have a cleaning company

Expect to hear this a lot. It is usually not a rejection. It tells you that the building is a real prospect and that the person you want to reach is whoever manages that contract. Do not criticize their current cleaner. You know nothing about the arrangement.

REPLY TO "WE ALREADY HAVE A CLEANING COMPANY" (PHONE OR EMAIL)

"That's fine, plenty of places do, and I'm not asking you to switch. Would it be all right if I kept my information on file? And do you know when the contract's next up for review, or who I'd contact when it is?"

If they give you a date, ask permission to check back near it and write it down. If they are happy with their cleaner, say so and leave it. If they mention something they wish were different, listen and ask one question about it, without selling at them. That conversation can matter more than the first message.

When they say no

REPLY TO A "NO" OR "PLEASE STOP"

"Understood, and thanks for telling me. I won't contact you again."

Send that, then put the person and the company on your do-not-contact list so nobody on your side writes to them again. Do not ask why, and do not send a "just checking you meant it" message.

CADENCE

A follow-up schedule

This is the follow-up cadence we suggest, with the message to use at each step. It is a suggestion, not a benchmark.

WHEN	WHAT TO SEND OR DO
Day 0	First email
Day 3 or 4	Follow-up one
Day 7 or 8	Phone call; voicemail if nobody answers
Day 14	Closing note
After that	Stop, unless they replied. If you know a contract date, set a reminder 60 to 90 days before it

If someone replies at any point, the schedule is over, and you are in a conversation.

The hard part is remembering who is due today. A spreadsheet is enough to start. Good Loux, which publishes this Journal, is built to keep those dates, notes and drafts in one place.

WORKSHEET

Prospect tracking sheet

One row per prospect. Record only what you need to contact someone about their business: name, role, a business phone or email as published, where you found it, and what you sent. The same columns, with three more (notes, do-not-contact and check-back date), are in the spreadsheet file that comes with this toolkit.

COMPANY OR BUILDING	CONTACT NAME	ROLE	EMAIL OR PHONE (AS PUBLISHED)	WHERE YOU FOUND THEM	FIRST MESSAGE SENT (DATE)	FOLLOW-UP ONE (DATE)	PHONE CALL (DATE)	CLOSING NOTE (DATE)	REPLY OR OUTCOME	CURRENT CONTRACT ENDS (IF KNOWN)

RULES

The rules to check first

This section is general information, not legal advice. We are not lawyers, we do not know where you work or whom you contact, and rules differ by state. If you plan to do a lot of outreach, ask a lawyer to look at your process.

Email. The FTC says the CAN-SPAM Act covers all commercial email, and that "the law makes no exception for business-to-business email." Among its requirements, as the FTC lists them: the sender and routing information must be accurate, the subject line must reflect what the message contains, the message must make clear it is an ad, it must include a valid postal address (a street address, a post office box registered with the U.S. Postal Service, or a registered private mailbox), and it must explain clearly how to opt out. You have to honor an opt-out request within 10 business days, you cannot charge a fee for it, and you cannot make someone do more than reply or visit a single web page. If you hire another company to send your email, you are still responsible. The FTC states that each violating email can carry penalties of up to $53,088, a figure it adjusts for inflation, so check the current number. The template footers are written with these requirements in mind. They only work if the address and contact details in them are real.

Phone. The FTC's Telemarketing Sales Rule, as described on the FTC's own page, generally does not apply to business-to-business calls, with exceptions that include calls involving retail sales of nondurable office or cleaning supplies. If you sell cleaning services, that exception may not apply to you, but if you also sell supplies, check. The rule's requirements on caller ID and truthful statements are sensible practice whether or not it applies to your calls. The FTC's page also notes that many states have their own telemarketing laws.

The Do Not Call Registry. The FTC states that the National Do Not Call Registry is for personal phone numbers, and business phone and fax lines are not covered. That does not make every number you find a business number. A mobile number someone uses for personal reasons can be registered, and calls aimed at an employee about something for their own use are not business-to-business. Stick to published business numbers, and do not call personal cell numbers you happened to find.

Texts and automated calls. We have not covered text messages, autodialed calls or prerecorded messages, which are subject to additional federal and state rules. Do not use the scripts above for them.

Privacy. Collect only what you need to contact someone about their business: name, role, business phone or email, where you found it and what you sent. Be ready to say where you got their details if they ask. When someone asks to be removed, remove them and keep the record, so you do not add them again.

SOURCES

Sources

We read these directly on November 3, 2026. Rules and figures change, so check the originals.

- FTC: CAN-SPAM Act, a compliance guide for business for the email requirements, the opt-out rules, the business-to-business statement and the penalty figure.
- FTC: Complying with the Telemarketing Sales Rule for the business-to-business exemption and its exceptions, caller ID, and the note about state laws.
- FTC Consumer Advice: National Do Not Call Registry FAQs for what the Registry does and does not cover.
- Jobber: How to Get Commercial Cleaning Contracts for the suggestion to follow up 60 to 90 days before a contract expires. Jobber sells software for service businesses.

The message wording, the checklist and the schedule are our own. They are examples to adapt, not tested scripts, and we make no claim about reply rates.

ABOUT THIS TOOLKIT

Where Good Loux fits

This toolkit is free and works on its own. If you would like help with the repetitive parts, Good Loux is software that helps cleaning companies find businesses that may need them, see the evidence and contacts behind each one, and keep outreach and follow-up in one place. You decide who to contact and what to send.

See how it works: a short demo you can watch without signing up
goodloux.com/tour

Price a bid: the free commercial cleaning bid calculator
goodloux.com/tools/commercial-cleaning-bid-calculator

Keep reading: The Good Loux Journal
goodloux.com/blog

> Good Loux, 420 W Slaughter Ln, Austin, TX 78748. Downloading this toolkit does not subscribe you to anything.