

When Clients Leave, Grow Stronger— Prepare the Room for Their Comeback

How to Get Over a Business Breakup:
Proven Strategies to Deal with Client Loss



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CLEANING BUSINESS ESSENTIALS

Proven Strategies For DEALING WITH A BUSINESS BREAKUP



**Unveiling the Root Causes of Client-Cleaner
Partings and Steps to Safeguard Your Business**



by Lana Conlon

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INTRODUCTION

Hello, I'm Lana- your business coach .

I am the owner of Shine Perfection LLC, an eco-friendly Residential Cleaning Company in Jacksonville, FL. With 5 years of house cleaning experience and a professional record of more than 2500 appointments, my cleaning company was named the Neighborhood Favorite Small Business by Nextdoor.com for 4 years in a row. I am also the founder of the Residential Cleaning Academy- an online platform for sharing with other cleaners what I have learnt as a business practitioner and for helping cleaning companies to achieve the same or even better results quickly. I have created my business with just an idea, having no prior experience and professional training in this field. So, I know for sure, from my own journey, once you start to believe in yourself, others will start to believe in you!



I am happily sharing with you all my business experience . And this e-book is not an exception. Learning how to deal with losing clients is one of the most valuable skills you need to master in order to run a successful cleaning company.

Lana Conlon





"If one door closes, another opens"

Alexander Graham Bell

Hi, my dear business owner of a cleaning company, who is reading this eBook right now.

You may have heard many times a line: "Nothing personal, it's just a business!" But for all of us who comes into clients' homes to clean them on a regular basis and by doing so, creating a strong personal bond, what exactly does this phrase mean?

First and foremost, you have a unique set of procedures, cleaning technics and business routine, which may not be suitable for every client and every job. **IT'S OK TO BE REJECTED BY A CLIENT!** And above all else, it will inevitably happen to you and not even once. The goal for you is to learn how to keep your clients happy anyway, even if they are not happy with you. The business wheel is pretty straightforward :clients will come and go. We have to make sure that it doesn't change your profits much and for very lost client a new one comes fast.



My task for today is to make you prepared for such moments and to turn them to be less stressful for you, because it's not a pleasant experience and it may hurt.

What is a business breakup?

When you decide to part ways with your client or a client fires you for a professional or a personal reason, I call it a business breakup.

At the very first stage of your cleaning company it may happen much more often than later down the road. And your business performance during such thunderstorms will depend on your ability to stay professional and focused. If you are able to calmly analyze the situation and collect all the information on why it has happened, you will create a preventive system, that will make your business stronger. Of course , it's hard to keep every client that comes your way. But with this guide, you will be able to be more proactive and ready for the next business breakup. By practicing the strategies I revealed here, parting ways with clients won't be a big deal for you any longer.



"Experience is a teacher of all things"

Julius Caesar

When I was first fired by a client five years ago, I felt completely devastated. I couldn't understand why my hard work wasn't appreciated and more importantly, why it wasn't enough to please the client. I knew I did something wrong, but the client did not give much information about his decision to firing me, and at that point I was blaming myself, not my procedures or equipment. I simply was clueless about what happened. Yes, it was very much personal for me and back then it couldn't be any other way. I took the situation too emotionally and couldn't think it through mentally. I have invested a lot of long hours of physical labor and efforts to clean this particular client's home and his rejection shook me to my core to the point of even questioning my ability to be a great house cleaner. I thought, if this client considers my services to be not good, then others will think this too.



I may lose all of them, simply because people talk and the opinion of one client can cause a chain reaction. You've got the point. I was in the negative circle of thoughts I couldn't get myself out. The only decision I was able to come up with was just to calm myself down and see what happens. If it comes to the point of losing all my clients, then I will deal with this when the moment arrives. So, I gave the whole situation some time and "air to breath". And surprising things started to happen. Not only did I not lose even one client in the next few months, but I was able to sign up more and increase my income by 30 %! So, after all, my skills were good and I did perform meaningful services for my clients, helping them solving their cleaning problems:)) My business confidence came back. It gave me the energy to do some research, learn more cleaning tactics and invest profits back in new tools, supplies, and equipment, which in return, secured the current clients and gave the room for new to arrive. Today my schedule is completely full with appointments for the next few months. I choose who to work for and which job offers I need to decline. But it would never have happened if I didn't analyze my failure and learnt from it.





“The size of your success is measured by the strength of your desire; the size of your dream; and how you handle disappointment along the way.”

Robert Kiyosaki

After my initial firing, I faced a few more setbacks. But now, instead of thinking that a customer doesn't like me personally (which actually could be the case), I approach it from a business standpoint, analyzing what went wrong and resolve it promptly. Client loss is common in business. Knowing the reasons will help you to prevent such things from happening in the future. Many of my clients shared with me the reason why they let go of the previous house cleaner. It's amazing what can you learn by simply listening to your clients. Let's examine the graphs below to identify common factors in client-business separations:

The Most Common Reasons for B2C separation: Why do clients leave?



“Your most unhappy customers are your greatest source of learning.”
Bill Gates

The Most Common Reasons for Cleaners to Quit



Strategies For Dealing with Losing Clients in Cleaning Business



I would like to share with you, a hard-working business owner, a few tips that may help you to deal with a business breakup and to turn it into a valuable lesson.



1.Avoiding a conflict !

No matter who initiated the separation, you or your client, always aim for a civil resolution. Keeping disputes amicable helps protect your brand reputation from damaging online reviews. Always be polite and stay calm.

2.Get to the bottom of it!



It's crucial to inquire with your client about the reason for termination. Sometimes, it could be a minor issue like a slight change in the appointment time, a new cleaning request that a client hesitates to ask about, or any other inconvenience that may have caused frustration. Addressing these small matters promptly can often resolve the issue, retain your client, and ensure their satisfaction. You need to eliminate 'a self-doubt phase' from the equation when you analyze what have happened between you and a particular client. If you know for sure, the client's decision has nothing to do with your professional skills, it gives you some time to think logically and solve the problem. Carefully listen to your client and change everything that is in your power to change.



3.What to do when it's you?

Alternatively, if a client raises concerns about your equipment, cleaning techniques, or customer service, take this feedback as a learning opportunity and make necessary adjustments to enhance your business operations immediately. Often, customers provide valuable insights, and their opinions can greatly benefit your business. Implementing this feedback can also assist in avoiding similar situations in the future. You must fix the problem once and for all. Also, adopt a rule to make all significant interactions with a clients in writing. Not only it will help you to remember every detail of the conflict , it also will serve as your protection in case if a client decides to file a formal complaint.

4.It could be them, not you.

Retaining current clients is often more resource-efficient than searching for new ones. However, keeping a client isn't always the best option. For house cleaners, a positive working environment is crucial. Not only your client should be happy with you working in their homes, but you also need to feel comfortable, welcomed, trusted and not being rushed. I must say, I work for the most amazing clients on Earth that treat me with respect, always offering a cold bottle of water on a hot summer Floridian day and a cup of coffee when the weather is cold. How can I possibly do a bad cleaning appointment after being treated like a close friend? I love working for my clients, it brings me joy and excitement, and it makes me want to give them more , even in times of extremely physically demanding cleaning tasks. I want the same experience for you, dear reader. If you sense discomfort while working, it's likely the client will too, leading to an eventual parting of ways. When such issues arise and are hard to resolve, it's better to move on and save your energy for a new client, while mutual respect and comfort still thrive. You can always give a truthful explanation that your company goes into different direction and you are no longer will be servicing this particular client's account. That should be enough.





5. Let's talk Money!



If the reason for letting you go is purely financial, it's important not to compromise your pricing strategy just to retain this client. Doing so would be unfair to your loyal clients who pay the full price and value your services. If finding the cheaper deal for your clients is a priority, that means they are not interested in your cleaning skills. No matter how great your services are, they don't match with what your clients are willing to pay you. Sometimes, the best decision is to let them go and focus on clients who truly appreciate and are willing to pay for the quality you offer.

6. Fix what is broken!



One of the major reasons for client's frustration, it's when a cleaner accidentally break or damage a client's property due to lack of experience, negligence or uncontrollable circumstances. A General Liability Business Insurance is specifically created for the instances like this. Carry one with you at all times. You may never know when it could be handy. To avoid accidents, be mindful of your duties, avoid rushing, take a special care when you clean fragile or antique items, watch your surroundings.

Also, with every accident that takes place at your client's home, always inform your client immediately once something have happened. Hiding a breakage will lead to a broken trust and it couldn't be repaired.

In my **SHINE PERFECTION CLEANING MANUAL**, I go into very specific details on how to have a successful cleaning appointment from start to finish, where you can learn cleaning technics and particular steps on avoiding accidents. Feel free to explore it here: <https://rcapro.systeme.io/rca>

Steps to Take After Your Business Breakup



What to do when a client leaves you, depends on the cause of your separation. Take a look at this chart below that will help you with post -breakup strategy for your business.

When a client leaves you due to personal reasons unrelated to your business 😊

When a client leaves you due to dissatisfaction related to your business ☹️

- 1** Email a client “Thank you for your business” letter, expressing regret for parting ways.
- 2** Ask for a review or a referral. Since your client was happy with your services, it’s a great opportunity for you to spread the word about your business.
- 3** Immediately start a new advertising campaign on social media or on your official website to replace a lost client. Use the latest reviews.

- 1** Email a client “Thank you for your business” letter, apologizing for not meeting client’s expectations.
- 2** Ask for feedback and conflict resolution. Fix the issue if you can. Do not ask for any reviews or referrals.
- 3** Immediately start a new advertising campaign on social media or on your official website to replace a lost client. Highlight what is unique about your business.

In both scenarios, always keep the door open for your clients to come back! In any circumstances, don't let personal frustration cloud your business judgment! Be polite and understanding about your clients' decision. Reassure them, they are welcome to join anytime. It's easy to do with a friendly text or email. From my experience, 40% of the clients that fired me, rehired me after some time! Give your clients a chance to “miss you” and explore what is out there. You know, you do a fantastic job, that is why there is no reason why your client should not come back. Good luck, my friends!



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Unveiling the Root Causes of Client-Company Partings and Steps to Safeguard Your Cleaning Business



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