



MidCo Industrial Floor Cleaning Brand Messaging Playbook

MESSAGING FRAMEWORK ELEMENTS

Your Character:

- Operations Manager
 - JOB: Responsible for the overall effective and successful management of labor, productivity, quality control, and safety measures in a facility.
 - INDUSTRIES: Food, sea food processing, car dealerships, warehouse distribution, lumber, and agriculture

Character Wants:

- To keep their facility clean, people safe, and products free of dust, dirt, and debris.
 - Improve safety, increase productivity, and eliminate inefficiencies
 - Avoid safety hazards, safety violations, OSHA fines, and lawsuits
 - Enhance workplace pride & morale
 - Equipment that works and is easy to service.

Controlling Idea:

- The right industrial floor cleaning equipment makes it easy to keep your people safe and your products clean.

Journey of Transformation:

- **From:** I feel overwhelmed and ashamed because my dirty floors put my people and products at risk.
- **To:** I feel confident my clean floors create a safe and clean environment for people and products.






Problem:

- **External:** When you are responsible for employees, productivity, and quality control, there's a lot of pressure. A dirty, cluttered facility can lead to health and safety hazards, violations, fines, and low morale. It's worse when...
 - you don't have the right equipment
 - always have to wait for parts
 - have limited time and energy to handle this on your own
 - are dealing with a pending health and safety violation
- **Internal:** It's embarrassing when the facility is constantly accumulating dust and dirt from things like delivery trucks, spillages, pests, and debris. It's also nerve-racking to think the next issue will be a major violation, fine, or injury.
 - It's a struggle to keep up and without an efficient way to do so, your employees and products are continually at risk.
 - It's concerning when employee health and business profitability are on the line.
 - It's aggravating to always wonder if there's a better solution for constant accumulation of dirt, dust, and debris.
- **Philosophical:** Dirty floors are unacceptable when your employees safety and product cleanliness are your responsibility. You deserve a simple and efficient way to clean your floors.

GUIDE

Empathy: We get it. Accumulated dirt and dust creates unnecessary risks in your facility, and that's unacceptable. And, we don't want you to risk your safety record with a broom and mop. Every facility should be clean, safe, and productive—and that starts with the right equipment.

Solution: Industrial floor cleaning equipment is an easier and faster way to clean your floors. An efficient machine removes the safety risks brooms and mops leave behind. While other businesses send you a product video, our experts match you to the best machine and bring it out to your facility, so you see it in action and test drive it for yourself.



Authority: At MidCo, we believe a clean facility means a clean safety record. With the right floor cleaning equipment, you can avoid unnecessary recordable injuries, OSHA fines, product returns, dissatisfied customers, and employee injury claims.

- We have over 44 years of industrial floor cleaning expertise
- We offer the best equipment, the best service, and the shortest lead times — guaranteed!
- We've sold more than # pieces of equipment [or we serve # of happy customers]
- We proudly serve warehouse distributions, car dealerships, food, seafood, and lumber industries across Washington state [or counties]
- [include certifications & qualifications if applicable]

Here's how industrial cleaning solutions at MidCo will take care of you:

- **Solid Expertise** — Since 1978 we've helped businesses across Washington state boost their safety record, improve operations, and increase productivity.
- **Free Assessment** — We want to save you time, money, and headaches so we offer a free on-site assessment to be sure you get the right solution for your operation.
- **Free Demonstration** — We will bring our best recommendation to your facility so you can see it in action and test drive it for yourself.
- **Free Training** — We will host a class to train your team how to safely and efficiently operate your new machine at your facility.
- **Satisfaction Guarantee** — Your satisfaction is our guarantee. We'll do anything to make you happy if any problems arise.

We will include testimonials (add customer company logos under customer testimonials)

- Testimonial(s) encompassing industrial cleaning equipment making facilities safer and more efficient. (and more profitable?)
- Trusted by ____, ____, and ____ (companies in business with MidCo)
- Castohn is a success story and Skagit might be a company with a possible testimonial/customer success story.



THE PLAN

Get your facility floors clean in three easy steps:

1. Get an Assessment

Complete the form to request a free, on-site facility assessment. Our in-house floor cleaning expert will reach out to you in less than 24 hours.

2. See a Free Demo

See the Midco difference firsthand. Our experts visit your facility to pair you with the right machine to save you time and money. Take a test drive yourself!

3. Keep Your Facility Clean

Finally get ahead with cleaning equipment designed to keep your people safe and your products ready-to-go. Plus, when you buy or lease your new machine, we host a complimentary class to train your team.

CALL TO ACTION

Direct Call to Action:

- Schedule a Free Demo

Transitional Call To Action [lead magnet ebook]:

- The Complete Buyer's Guide to Industrial Cleaning Equipment

SUCCESSSES

When a client works with MidCo, a successful experience equates to:

- When you work with MidCo, you'll get:
 - Better pricing
 - Better value
 - Better inventory
 - Better service
 - A hands on test drive before you buy
- When you use industrial floor cleaning equipment, you have:
 - Fewer safety risks
 - Save time and money
 - Lower insurance premiums
 - Customer satisfaction
 - Improved company morale and pride



FAILURES

If a client doesn't work with MidCo, they risk failure through:

- Ignoring dirty floors could lead to a poor safety record and recorded injuries.
- slip-and-fall accidents, the #1 workplace injury.
- Customers who choose your competitors because they have clean product, and you don't.
- Brooms and mops that slow down your productivity and cost you extra money.
- Consequences of dirty floors and poor safety standards in the workplace could lead to:
 - Increased injuries and deaths
 - Increased operation inefficiencies
 - Higher insurance premium costs
 - Returned products due to damaged
 - Dissatisfied customers
 - Damaged reputation
 - Loss of returned business
 - Increase in employee turnover
 - Decreased productivity
 - Legal issues
 - More reportable injuries
 - High accident accounts and poor safety metrics
 - Lost safety incentives

AGREEMENT

- We love our customers!
- We offer the best prices, the best service, and the best equipment in the area!
- We don't let our customers buy something they don't need.
- We don't make our customers wait for their new equipment to arrive—we have the shortest lead times in the area.
- We don't let our customers waste their money.
- We offer free demonstrations at your facility so you can test drive and see for yourself.
- Experience the MidCo advantage - we'll do whatever it takes to make you happy.
- We are only going to sell our customers what's best for their bottom line and nothing else.
- When other floor cleaning companies fail their customers, MidCo will be there to turn it around.



BRANDSCRIPT NARRATIVE: TWO-MINUTE SCRIPT

We know you and your employees work hard. And the harder you work, the dirtier your floors get. At the end of the day, your floors have accumulated dust, dirt and grime from outside, heavy foot traffic, delivery trucks, spillages, pests, and debris.

The problem is, dirty floors can cause serious issues such as slip and fall accidents, equipment breakdowns, violations, fines, and low morale. Dirty floors can also be a serious hassle if you don't have the right equipment, have to wait for parts, or have limited time and energy to handle this issue on your own. The bottom line is, dirty floors create unnecessary risk.

At MidCo, we don't want you to risk your safety record with a broom and mop. We believe you deserve a simple and efficient way to get your floors clean and keep them clean. After all, a clean facility means a **clean safety record**. With the right floor cleaning equipment, you can avoid unnecessary recordable injuries, OSHA fines, product returns, equipment issues, dissatisfied customers, and employee injury claims.

Here's how we are committed to you and your floors:

- **Solid Expertise** — Since 1978 we've helped businesses across Washington state boost their safety record, improve operations, and increase productivity.
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Complete the form to schedule a free site survey. We'll come out and take a look at your current cleaning procedure to make custom recommendations. Then, we'll bring equipment to your facility so you can test drive it yourself. And finally, when we deliver your industrial floor cleaning machine, we'll host a class to train your team on how to operate your new equipment.

Once you schedule a free demo, you're on your way to getting your facility clean and keeping it that way, because clean floors = safe employees, no fines, and a better work culture. In the meantime, check out our ebook [Complete Buyer's Guide to Industrial Cleaning Equipment](#) to find out how an industrial floor cleaning machine can pay for itself, so you can finally get the dirt off your floors for good.



BRANDSCRIPT NARRATIVE: ONE-MINUTE SCRIPT

We know you work hard, and the harder you work, the dirtier your floors get. The problem is, dirty floors cause serious issues, such as slip and fall accidents, equipment breakdowns, violations, fines, and low morale. The bottom line is, dirty floors create unnecessary risk.

At MidCo, we believe a clean facility means a ***clean safety record***.

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FULL ELEVATOR PITCH

Dirty floors put your safety record at risk and cause other issues in your facility. That's why MidCo helps you find the right industrial cleaning equipment to keep dirt off your floors for good. With MidCo's expert guidance and service, you get a simple, effective way to keep your floors clean and your employees safe.

SHORT ELEVATOR PITCH

Dirty floors put your safety record at risk. With MidCo's expert guidance and service, you get a simple, effective way to keep your floors clean and your employees safe.

ONE-LINER / HOOK PITCH





Dirty floors put your safety record at risk. That's why MidCo matches you with a simple, effective way to keep your floors clean and your employees safe.

