



DCBN LinkedIn Message Script Pack: Winning Commercial Cleaning Clients

Before You Start (Quick Rules)

- Keep messages **short and natural**
- No long paragraphs or sales pitches
- Always aim for a **conversation, not a contract**
- Focus on **helping, not selling**
- Follow up (this is where most wins happen!)

1. Connection Request (First Touch)

Goal: Get accepted

Script Option 1 (Simple and Safe):

Hi [Name], I work with businesses locally supporting their cleaning and property needs and thought it'd be great to connect.

Script Option 2 (More Specific):

Hi [Name], I clean offices and commercial spaces in [area] helping keep things running smoothly. It would be great to connect.

Script Option 3 (Property/Lettings Angle):

Hi [Name], I work with property managers locally providing cleaning for HMOs and managed properties. Always good to connect with people in the industry.

2. After They Accept (Start Conversation, NOT Sell)

Goal: Open dialogue

Script:

Thanks for connecting! Out of curiosity, do you currently have a cleaning company in place, or is it something you review from time to time?

Why this works:

- Easy to reply to
- Not pushy
- Opens the door naturally

3. If They Say “Yes, We Have Someone”

Goal: Stay in the game

Script:

That makes sense, most businesses do. We often get asked to step in when things become a bit inconsistent or need extra support, so happy to be a backup if you ever need one.

You're not competing, you're positioning as the *safety net*

4. If They Say “No” or “We’re Reviewing”

Goal: Move towards a meeting

Script:

Perfect timing then! We specialise in making things really easy for businesses - reliable team, proactive quality checks and no chasing. Happy to pop by for 10 minutes and see if we could help, no pressure at all.

5. Follow-Up Message (Most Important Step)

Send 3 to 5 days later if no reply

Script:

Hi [Name], just wanted to follow up in case my last message got buried. Always happy to be a backup option or help if anything changes your side.

6. Value Message (Soft Touch. No Selling)

Use instead of always “checking in”

Script:

Hi [Name], something we're seeing a lot at the moment is businesses being let down last minute by cleaners. If that ever happens your side, happy to step in and help short notice.

This keeps you relevant without being annoying

7. “Can I Pop In?” Message (Underrated and Powerful)

Goal: Get face-to-face

Script:

Hi [Name], I'll be in the area this week. Would you be open to a quick 10-minute introduction?

Always nice to put a face to a name 😊

8. Reconnection Message (For Older Contacts)

Goal: Restart conversations

Script:

Hi [Name], we connected a little while ago so just wanted to reintroduce myself. I work with local businesses supporting their cleaning and always happy to help if you ever need anything.

9. Referral Angle Message (Very Effective)

Use with property managers/network contacts

Script:

Hi [Name], quick one. Do you ever get asked for recommendations for reliable cleaners? We clean for a few businesses locally and always happy to support where needed.

10. “Problem-Based” Message (Grabs Attention)

Use occasionally

Script:

Hi [Name], quick question - what's your biggest frustration when it comes to cleaning services? (We hear some interesting ones!)

Starts conversation instead of pitching

Use this Simple Weekly System

Each week:

- 10 connection requests
- 5 conversations started
- 5 follow-ups
- 2 “can I pop in” messages

This is how you build a **predictable pipeline**

And remember: Deals usually come from the **2nd, 3rd, even 4th touch**

Now go and watch the LinkedIn training in the DCBN library alongside this. It will help you optimise your profile so when people click on you, they actually want to reply!