Parker Moore, CBSE, started with IH Services in 1987 as its first salesman after he was introduced to the company's president through a mutual friend. "IH was looking to expand its business through increased sales, and I was interested in changing professions — I was a golf professional at the time," he said. "Shortly after starting, to help me learn the business, I was made the site manager on a new account — a textile mill where we had 33 employees and ran 24/7. This was an eye-opening experience and a big change from what I had previously been doing." Read on to see his perspective on the importance of certification, as well as his biggest takeaway as a BSCAI member.

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In the next 10-15 years, where do you see the BSC industry? Facility and contract managers will continue to look for the "lowest price," instead of value, which will affect margins. Contract volumes will grow through inflation, and wages will increase through either state or federal minimum wage law changes. I would expect to see a greater influence in our industry with facility maintenance companies becoming more involved with schools, health care facilities and public buildings. Also, the use of robotics in facilities could have a profound effect on staffing requirements.

You and your company are advocates for certification and continuing education. Why do you think it is important to be a lifelong learner? First and foremost, obtaining either the CBSE or RBSM certification is a way to prove your technical skills and industry knowledge to customers, potential customers and to your peers. Certification shows the eagerness and passion an individual has to excel in his or her career and industry. A certified employee is viewed as an asset by his or her company and enhances a company’s professional image and marketability.
Attaining the CBSE or RBSM certification is a positive for both the individual and the company; there is no downside. Even after getting the individual certification, continuing education is required to stay current with the latest developments, skills and new technologies to keep abreast of changes in our industry. Taking advantage of the various BSCAI conferences, trade shows, educational workshops or networking events is a great way to stay current in our industry. I strongly believe that once you lose the desire to improve yourself, you become complacent and your value will begin to diminish.

What are some trends that you see developing in the industry?
We have noticed that third-party management of facilities is continuing to grow and will affect sales and margins as they are selling savings to the customer. More customers are using these companies for qualifying suppliers and for invoicing and payments. All charge a fee to us. Also, the labor market is rebounding from the recession, which is and will continue to drive up labor rates.

What technology tools do you use on a daily basis to make your business more efficient?
Like most everyone else, I could not make it through the day without my computer, cell phone, tablet or email. We use Salesforce and Data.com to manage our sales group and gather prospect data. Epay is used for managing payroll. CleanTelligent is used for site inspections and work orders, and Qlikview for managing our account operations. We also use Google Drive for sharing documents in a secure manner.

What is one challenge you’ve experienced in your career, and how did you handle it?
When I first started in sales with IH Services, I had no experience selling an intangible such as janitorial cleaning services. I could not hand the potential customer something they could see, touch or experience in some way. In selling an intangible, I first learned that before people will buy from you, they must buy you. Some people liked, trusted and had confidence in me quickly, while others took more time. I then learned that I had to gain the favorable attention of the potential customer by listening to them and discovering what their needs were. Next was developing belief in the prospect that we could satisfy those needs by selling the benefits and positive outcomes we could provide to those needs.

What is the best piece of advice you’ve received in your career?
Early on, a mentor told me that I was no different from anyone else, and he used the old idiom that “we all put our pants on one leg at a time.” We are all just as equal and important as the next person. This one piece of advice taught me that I am on equal ground with all I come in contact with. Some may be smarter or have more power or prestige, but we are all equal.

What has been the greatest takeaway from your membership in BSCAI?
The friendships that I have developed through my years with BSCAI, as well as the give and take with other BSCs, have been a surprising benefit of my membership in the organization. My first impression was that all these people are my competitors. Yes, we are all competitors, but it is remarkable how much I have learned from them and how much they are willing to share. For anyone who has participated in the breakout sessions or roundtable discussions at the BSCAI annual conventions, you will find other BSCs giving advice, sharing ideas and helping each other grow their businesses.

What book are you reading now?
I have just finished “Killing Patton” by Bill O’Reilly and Martin Dugard. It covered the final year of the WWII in Europe with amazing details of the battles and the personalities involved. The book also raises some interesting questions into Patton’s death. Next up is the latest Stone Barrington novel by Stewart Woods.