



August 2014  
Issue 8

## CITY OWNER NEWSLETTER

### *Answering Your Phone*

This last month we received an increased number of calls to our corporate offices from customers across the nation stating that they have been unable to make contact with their local Heaven's Best operator. They all stated that they had left a message on their voice mail, but had not heard anything back from the local operator. Each of these individuals needed cleaning services and wanted to use Heaven's Best. I wonder how many others tried calling their local Heaven's Best operator, but were unable to reach them, so they called one of our competitors. Answering your telephone is a crucial part of the business. With an average invoice amount of \$200.00, missing one call a day five days a week equals \$1,000.00 per week or \$4,000.00 per month. How are you doing on answering your phone?

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### *Responding to Email Bid Requests*

We have received a few bid requests in the last two weeks here in our Rexburg area from our EZ Nettools website. One of them was a \$625.00 job that included carpet cleaning and protector. It is very important to respond to each of the bid requests, and then follow through with a phone call. Failure to respond to the email would have resulted in the loss of a \$625.00 job. We need to take these bid requests very seriously. We should respond promptly and do the proper follow through.

### *The Need for Employees*

Most of us start out our business as an owner/operator, doing every aspect of the business on our own. This has worked out to be a great job for many, but it has not developed into a good business. A business requires employees who can run the Heaven's Best system and produce satisfied customers. This in turn frees up time for you to run your business instead of your business running you.

### *PermaPlate Warranty Claims*

Thank you for your help and prompt attention to servicing the PermaPlate warranty claims. Here is a quick update on processing these claims per an email and conversation I had with PermaPlate on Monday. They are taking a closer look at pending claims exceeding 30 days since the time of the claim referral. This is to allow a higher level of service to the customer and also to make sure you as an operator are paid for the completed service. Sometimes paperwork is submitted through the operator but has not been received by PermaPlate (either by fax or email). The operator doesn't always know that unless they ask for confirmation of the

paperwork. In order to better serve both, the customer and you as an operator, they will be sending me a report of outstanding claims every two weeks. I will be sending you an email or calling you for an updated status of the claim, if it has been completed and if the paperwork has been submitted. PermaPlate is asking that all inspection reports, photos and invoices be submitted within three business days of service completion. The inspection reports are a crucial part of the follow up if there are any unresolved issues on customers' claims. This will make it faster for you also to receive payment for your claims.

PermaPlate is now paying .60 cents per mile outside the territory that you own and operate. A claim is open for 60 days. I know sometimes you have a difficult time making contact with a customer, whether it's because a customer does not return your call, you have incorrect phone numbers, etc. You can send either me or PermaPlate an email and let us know. This way it is documented in case the customer calls in and says they have not been contacted. If you need help or have concerns, Thomas Walisky will be glad to help you resolve any outstanding payments or questions on claims. His contact information is Thomas Walisky, [thomasw@permaplate.com](mailto:thomasw@permaplate.com), phone 801-303-3188, fax 801-974-5559.

Thank you again for your help with processing these claims. I will be glad to help you with any questions or concerns. If I don't have the answer, I will work through it with PermaPlate and get back to you. You can always email me, [Linda@heavensbest.com](mailto:Linda@heavensbest.com) or call 800-359-2095.

Remit all inspection reports, invoices, and photos to:

Email: [warrantyprocessing@permaplate.com](mailto:warrantyprocessing@permaplate.com)

Fax: 801-974-5559

Hope you are all enjoying a great summer!!! Linda

## *Heads Up from Shipping*

This month's **SPECIAL** is: 128 Quick Boost Buy 5 get 1 Free.

A big thanks to all of you out there working hard and being patient with me as I've come on board and learned the ropes of shipping! As you may know, Heavens Best is the lowest franchise fee operation out there. Not only does Heavens Best provide great products, but also pays for your shipping – which is a horrendously increasing cost.

To maintain our efficiency and to continue to pass the savings on to you, I ask that you review and observe the rules of ordering supplies. Many times I am called and asked to add to an already placed order or to send an additional package. I do not mind helping out; however, this is adding too much of a burden to the company's delicate balance in cost and providing you with the best service.

Once an order is placed, your credit card is charged; adding to this processed order requires extra record keeping, re-packaging, re-stamping, etc. There is wisdom in keeping your contractual 30 - DAY SUPPLY because problems do happen – damaged shipments, acts of nature such as flooding, snow, etc. – and heaven forbid my mistakes in shipping. Often, we even have to wait for our suppliers to ship to us. You are dealing with yourself and your 30 DAY SUPPLY, while we at this level deal with many others.

Each order, which you are to place through the Home Office website, requires a minimum dollar amount. Orders that are called in not only require the minimum amount, but also necessitate an extra charge because we then have to take the time to pull up your account and place the order.

The ordering website helps us keep track of supplies, tracking and forecasting as well as payment and shipment. The corporate office operates as a business, just like your franchise does. Let's continue to help each other by following the methods which allow for both sides to operate efficiently at a reasonable cost!

Thanks

Bill in Shipping

### *John's Fix-it Corner*

I hope everyone is having a great summer and your business is going well. We here in Rexburg are doing great. Maybe some of you saw us on the news when we got almost 2 inches of rain in 40 minutes and had a flash flood. A few people got things very wet. Other than that, it is just another summer.

I have gone over this before, but just a reminder that when you have a problem and you send us an email or pictures, you need to be sure to put your name with the document. It makes our response time much quicker.

## **CONSISTENCY**

The most important word in a well-run business is consistency. Consistency is the key to customer satisfaction. The customer must believe they can depend on you to give them the same quality every time you return.

Nobody illustrates this better than Mc Donald's. Everything they do is the same from one end of the country to the other, so you always know what you're getting. And it works. Always do your best every time.

The people who tell you not to worry about the little things, have never tried sleeping in a room with a mosquito.

Note: If 4 out of 5 people SUFFER from diarrhea... does that mean that one enjoys it?

Do not argue with an idiot. He will drag you down to his level and beat you with experience.

### *Better The Best*

*We congratulate those operators who had their best month ever during June, 2014.*

Alex Miller      OR

Asa Jones        TX

Bill Cleland     NV

Adam Hawley    NE

David E. Ashton  OK

Eric Jenkins	CA
Garrett Wyler	WA
Jay Livesay	NC
Jeff Hill	ID
Juan Valencia	OR
Marcus Pacheco	TX
Michael Sollman	OR
Robert Fargason	AL
Tony Gibbins	IA
Tony Hawker	CA