



February 2015
Issue 2

CITY OWNER NEWSLETTER

Thank You

Thank you for being a part of Heaven's Best. We are the first to admit that our company is not perfect, but it is a great company. We try to treat everyone fairly, with honesty and integrity. We try to be honest in all of our dealings with our fellowmen. We have developed a system that will allow each of you to make a good income while providing you with freedom and flexibility. We hope the business is doing what you need it to do. We hope you are happy in your life and enjoy being part of the business. We are always striving to make the business better for everyone involved.

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Monthly Reports

The monthly report is due by the 5th day of the following month for every month. We need this information to come in each and every month. An email has gone out within the last week or so to everyone in our business who is missing a monthly report. Many of you have already submitted them since you received your email notification and we thank you for getting them in. It is a contractual requirement of everyone's license agreement that a report be completed and submitted each month. It only takes a few minutes to complete the report. We ask that you please be more diligent in submitting the report every month within the proper time frame. We use these reports to make crucial decisions about how to keep the company moving forward for the betterment of everyone that has become part of this company.

A Franchise System

Each of you is part of a franchise system that provides you with opportunities, but it also comes with responsibility. You have the responsibility to every other person who has become a part of Heaven's Best. Your actions, good or bad, affect every other Heaven's Best operator. Are you living up to the standards of our company? Is your quality of service at a level that will insure your neighboring franchisees will feel good about referring you to people they know in your area?

National or regional accounts require that every operator provide consistent, quality service. They require each operator to conduct their business with civility, tact, and diplomacy. One insensitive operator can destroy an account that affects numerous operators. A wise operator will consider how their actions affect others and the integrity of our entire company before they blast a customer in an email, on the phone, or in social media.

As a franchisee, you are an important part of something much bigger and far reaching than your own franchise territory. We all need to run our own areas in a way that benefits the reputation of our entire company. We are all in this together, and we need to be helping each other. Those who are not living up to the standards of the company will lose the opportunity and right to remain in the company. We do not want to lose any of you, but we will do what we need to in order to protect the entire company.

Monthly Special

This month's **SPECIAL** is: #127 Fast Acting Enzyme Buy 5 get 1 Free.

Shipping Department

HEADS UP EVERYONE THAT USES **UPS** DELIVERY

Everyone should take advantage of this great FREE service. Go to UPS.com, and on the left side of their home page you will see UPS MY CHOICE. You can sign up to be notified of the status of your deliveries-where they are, when they will be delivered, etc. They can email or text you notifications, depending on what you prefer.

Scroll down and click on 'sign up now' – you will have to 'register' and let them know how you would like to be notified and what to be notified about. This will help you stay better organized and prevent more problems with your shipping.

In addition, when you want anything other than normal ground delivery, please help me by also noting it in the comment box.

Thanks,

Bill

John's Fix-it Corner

I hope all of you are surviving the winter - those of you in the cold and the lucky ones who live where it's warm. How time flies! Another month has gone by and I'm here writing to you. I would like to fill you in on a few things that I have learned this past month.

You do a good job when you clean, and your people like you. You've done it for a long time. You have dealt with happy, satisfied customers for years, and generally all has gone well. Then suddenly one day you get a call from

an angry customer who is not happy with anything you have done for her. She wants a pound of flesh. You try to fix the problem, but she has her teeth in you like a junkyard dog and she wants her money back. She makes you mad and you don't want to do anything, so you don't take her phone calls anymore. This is where things go downhill really fast.

Life is going well again because you haven't heard from this lady for a few weeks. Everything is back to normal. Now let's fast forward a day or so to when Cody or I get a phone call from your irate customer. At this point we are now involved, and we will fix it one way or another, which involves you. You do not want us involved and we shouldn't have to be in the middle of a mess that could have been taken care of on your end.

Just remember, the customer is always right! Even if they are wrong in your mind, we treat them like they are still right. Taking care of your customer should be your number one priority. The long-reaching effects of bad customer service hurt all of us. "If *you* win the battle, you will certainly lose a customer." Bad problems never go away unless you put them to bed the right way. That means treating your customers the same way you would like to be treated if you were in their shoes.

Note:

Q: Why should you never break up with a goalie?

A: Because he's a keeper.

Q: What do you say to your single friends on Valentine's day?

A: Happy Independence Day!

Graphic Designer

I've had the chance to work with many of you already, but for those that I haven't met yet, I'll introduce myself. My name is Ian Gundry, from Grace, Idaho. I am currently a student studying graphic design here at BYU-Idaho in Rexburg, and have been a part of Heaven's Best for about a year and a half now. I take care of any of your business card orders, and have also been working on updating heavensbestads.com with new items to be used for your advertising needs. The goal is to provide you with more options in order to make your advertising efforts as effective as they can be. So I encourage you to check out the site, and if you have anything that you would like to see that's not already there, send me an email at proofs@heavensbest.com or give me a call at the corporate offices and I'd be happy to discuss it. I'm very interested to hear your input on what types of ads are needed, and what we could add to our site for you.

For example, this is a coupon that we recently made as a Christmas gift promotion. These types of ads can be very effective around different holiday times, or as gifts.



I also understand that some of you don't have access to the Adobe programs that are required to make edits and changes to some of the ads on the heavensbestads.com site. If that's the case, please let me know and I will be happy to change a phone number or price or add a website for you.

I try to be available for you all as much as possible. Like I said before, I am still in college, and because of that, there are times throughout the year when I am less available than others. I'm not currently taking classes, and so I am in the office from 8am to 12, Monday thru Friday. That will change in April, when I start classes up again, and will be in the office fewer days and possibly different hours. I'll be sure to let you know when they change so that you will know when to call if you need to contact me. I look forward to hearing from you all!

Better the Best

We congratulate those operators who had their best month ever during December, 2015.

Rene Castillo	CA
Asa Jones	TX
Charles Preston and Shane Bridges	GA
Kathy Hagle	OR
Logan Anderson	NE
Mike Johnson	FL

New Owners and Operators

We welcome our newest operators to the Heaven's Best Family

Adam Hagensick Waverly, IA

Reuben D. Rock Milwaukee, WI