



July 2016
Issue 7

CITY OWNER NEWSLETTER

2017 International Seminar Update

Our International Seminar for 2017 will be held in Las Vegas, NV on March 20, 21, 22, which is a Monday, Tuesday, and Wednesday. We will send out the registration and accommodation information next month.

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Military Friendly Franchise

We are all very thankful as we remember those men and women who fought for our freedom throughout the years. A large number of our current Franchisees are veterans. We would like to get a letter of recommendation from each of our Veterans. We would like you to tell us what branch of the military you were in, and what you like most about Heaven's Best. The letter can be an email sent to our corporate office. We will be concentrating on finding more military people to join our franchise.

Please have a great 4th of July and know that we appreciate your sacrifice for us and our country.

New Franchise Sales

Acquaintances of our existing operators and their cleaning customers are often our very best source of new franchise sales. This business has worked very well for most of you, and we would love to have some of your family, friends, and relatives involved as well. Many times your great customers know of someone who would benefit greatly from owning a Heaven's Best Service Group Franchise. We would like each of you to consider looking for someone who would be a good fit for our company. We still offer a \$1,000 finder's fee for any lead that turns into a franchise buyer for our company. Social media can be a great way to introduce family and friends to the opportunities we offer. Sometimes just hearing your story can inspire them to look into our company.

Google & Social Media Reviews

We have been pushing for reviews in our local area, and have been getting some very good results. It is very easy for a customer to give us a review, and most of them are very happy to do it. We send them to our local

website which is www.rexburgid.heavensbest.com. On the left side of the page are links for leaving reviews on various social media sites. EZ NetTools has made it very easy for your customers to leave you a review.

Phone Answering & Scheduling Stericycle

We have been looking into a company that provides an answering service for a variety of service companies. The next stage is to do a test with some of our operators that are signed up with Service Monster. If any of you would be interested in this, please email me with your interest level. If we have enough interest, I will pursue this further. I have enclosed some information about them as follows:

Stericycle Communication Solutions Virtual Receptionist services can schedule appointments, provide live-voice customer assistance, perform soft sell services and deliver messages every day, around the clock. Call-handling protocols can be customized to meet your unique business needs and we can even identify and escalate calls that warrant immediate attention. A team of highly trained customer experience experts is dedicated to delivering sensitive, professional, live customer assistance as an extension of your brand.

Virtual Receptionist service helps you:

- Maximize revenue by streamlining appointment scheduling
- Improve the reliability of after-hours appointment scheduling
- Deliver messages via email, voice, or text
- Provide callers with professional, one-call, live-voice assistance and efficient issue resolution any time of day
- Offer multilingual communications to expand your client base
- Warm transfer or escalate specific calls as needed

Shipping & Receiving Monthly Special

The "PLASTIC REPLACEMENT HEAD 45", item #4003, has been changed to now include the plastic replacement head with the pipe.

This month's **SPECIAL** is: #132 Final Step Buy 5 get 1 Free

John's Fix It Corner

I would like to take a moment to wish everyone a very happy 4th of July. It is always nice to celebrate independence in our country, and how great that is. July is here and the summer's moving quickly. It seems like we never have enough time to get everything done, especially when you're out working hard and putting in long hours.

After approaching an obviously bored clerk at an airport car rental facility, I showed her my reservation confirmation. She reviewed it, then advised me that "the kiosk machine could have done this for you". I replied, "I'm sure that it could have, but then I wouldn't have been able to meet you." She was smart enough to detect my cynicism.

Aren't there any standards for who companies are placing at points of customer contact anymore? A low paid, poorly trained service representative is the most expensive employee that any business can have long term. I don't remember what brand of car I drove that day, But I surely remember her attitude. Next time I'll know to use the machine!

"It's rarely the product that affects your feeling toward any company.... it's the service provider's attitude that means everything in the end."

It's the service provider's attitude that means everything in the end. Think about that for a minute. Why do you shop where you do? I bet at least part of it is the people and how they take care of you and your needs.

NOTE: There was one little boy in the teacher's class who really struggled to learn.

One day the teacher asked him who signed the Declaration of Independence, and of course he didn't know.

The teacher asked him every day for a week but still he couldn't give the right answer.

Finally, in desperation, she called the boy's father to come and see her. She said to him, "Your boy won't tell me who signed the Declaration of Independence."

The father said to his son, "Come here, boy, and sit down."

The boy duly did as he was told and then his dad said to him, "Now if you signed that stupid thing, just admit it so we can get out of here."

Better the Best

We congratulate those Operators who had their best month ever during May, 2016. One of these Operators did over \$30,000.00, Six did more than \$20,000.00, Six did more than \$10,000.00, the remaining Five were under \$10,000.00.

Adam Hagensick	IA
Annie Pratt	CA
Brent and Tammy Carlson	MI
Bret Warren Wooton	NC
Butch and Calen Graf	WI
Dan Child	CA
Donna Hansen	NC
Duane Durand	NC

Evan Leisersohn	VA
Heaven's Best of Rexburg	ID
Heaven's Best of Idaho Falls	ID
John And Wyvonna Manly	OR
Michael Fokken	UT
Paul Shuga	TX
Reuben D. Rock	WI
Stephen Mobley	AL
Tony Gibbins	IA
Travis Maupin	CA