



March 2016  
Issue 3

## CITY OWNER NEWSLETTER

### *Regional Seminars*

The following dates have been set for Regional Seminars. The Regional Seminars will be a one-day event. Please check with your State Owner for Specific times. If you desire to attend a seminar outside of your state, please contact the corporate office at 208-359-1106. Cody Howard will be attending the regional seminars this year.

Raleigh, NC on Saturday April 2, 2016.

Baltimore, MD Monday April 4, 2016

Des Moines, IA Friday April 29, 2016

Denver, CO Saturday April 30, 2016

Kennewick, WA Friday May 6, 2016

More dates and locations will be announced in the next newsletter.

### *INSIDE THIS ISSUE*

- *Regional Seminars*
- *2017 International Seminar*
- *Finding New Businesses*
- *Keep the Passion Alive*
- *Monthly Reports*
- *John's Fix-it Corner*
- *Monthly Special*
- *Better the Best*
- *New Owners and Operators*

### *2017 International Seminar*

Our next International Seminar will be held March 2017, in Las Vegas, Nevada. We will be giving more details during the coming months. We welcome your suggestions regarding topics you would like us to address during the three-day seminar. Please email your suggestions to [mcoinc@heavensbest.com](mailto:mcoinc@heavensbest.com).

### *Finding New Businesses*

Finding new business requires active searching. We should devote time each week to growing the business. We can consider it "exercising our business". Physical exercise is something that needs to be completed on a consistent regular basis. Doing it only occasionally helps, but it will not produce the desired long lasting result you are trying to obtain. You want a strong healthy business that is providing the lifestyle you desire.

Try thinking of new potential customers - If no one comes to mind, simply drive around your area and look at every building, asking yourself the question, "have I ever cleaned this building or home before?" A few minutes of effort will give you a list of many new potential customers. Contact the business, tell them all the benefits that your system will provide them, and ask for their business. The worst they can tell you is "No, we do not

want to use you." However, you will be surprised how many will say "yes." You will also recognize many places that you have cleaned before, but for one reason or another they have not used you recently. There is a saying: "out of sight, out of mind". We need to keep the name "Heaven's Best" in the minds of our existing customers so when it is time for them to have cleaning done, they think of Heaven's Best and contact you for those needs.

## *Keeping the Passion Alive*

It is easy to let things become very stale if you are not doing things to keep the passion alive. It takes effort. This is true in most aspects of our lives. It is true in your marriage, your business, your religion, the raising of your children, and every other aspect of your life. Keeping the passion alive requires a desire to keep it alive. It then requires us to do something about the situation. We are individuals with our own personalities. What initially excited you enough about the business that you decided to get involved with Heaven's Best? What did you think the business would do for you? Have you lost the passion, and when did you lose it? What attracted you to your spouse? What do you do to keep your marriage alive? Paying attention to our spouse and their needs help us to become more passionate towards them. We learn to love those we serve. Are you serving your spouse, are you serving your business? Are you serving your customers, or are they an irritation to you?

Look for the ways you can keep the passion alive in all aspects of your life. The passion will return and you will enjoy your life. We all need the proper balance, and when things are not in balance we feel it in all aspects of our life. Rekindle the passion!

## *Monthly Reports*

We appreciate all of you who have gotten your monthly reports in on time each month. We also appreciate those of you who have submitted your missing reports. However, there are a few of you who still have missing reports. These need to be turned in immediately. You are in violation of your license agreement and your franchise rights are in jeopardy. It is imperative that every operator submits the monthly report no later than 5 days following the end of the month.

## *John's Fix-It Corner*

"Would you like an apple pie?" Asked the waiter.

Is he using high pressure sales tactics by asking you this question following a meal at a restaurant? Of course not. It is a natural question for the situation. He would be doing a poor job if he didn't ask.

"Would you like your carpet restored?" It's a similarly legitimate question following a professional, high quality carpet cleaning. Restoring the protector is an important part of being a professional cleaner. It is not only a good value for your customer, but also a great way to significantly boost your profits.

Selling a gallon of fabric protector per week at 15¢ per square foot can make you an additional \$300 per week. Your cost for a gallon is \$44. This only requires you to sell 2,000 sq. ft. a week, or 400 sq. ft. a day. Multiply this over 50 weeks (minus 2 weeks for vacation), and in a year it will give you a grand total of \$15,000 additional revenue. Take \$300 minus \$44, and you get \$265 of clear profit. That would almost buy you a new van.

For many of you this additional money coming in could make the difference between a good business and a great business, and it isn't much harder than asking your customers for the sale. Everyone always wants to know how to make more money. Well here it is - and it does not get any easier than this: "Would you like Protector?"

**Note:** I had a near death experience that has changed me forever. The other day I went horseback riding. Everything was going fine until the horse starts bouncing out of control. I tried with all my might to hang on, but was thrown off.

Just when things could not possibly get worse, my foot gets caught in the stirrup. When this happened, I fell head first to the ground. My head continued to bounce harder as the horse did not stop or even slow down. Just as I was giving up hope and losing consciousness, the Walmart manager came and unplugged it.

Thank goodness for heroes.

## *Monthly Special*

This month's **SPECIAL** is: #124 Orange Deodorizer. Buy 5 get 1 Free

## *Better The Best*

*We congratulate those who had their best month during the month of January 2016*

Evan Leisersohn VA

Francisco Maciel CA

## *New Owners and Operators*

*We welcome our new Owners and Operators to the Heaven's Best Family:*

Craig Buhler Sandy, Draper, & South Jordan Utah

Brent and Tammy Carlson Clinton, Shiawassee, and Ingham counties, Michigan