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Issue 5

## CITY OWNER NEWSLETTER

### *Dave Forsberg*

On Easter Sunday Dave Forsberg passed away. Dave has been our Franchisee in Columbus, NE for 17 years. He ran his franchise with honesty and integrity, and always did excellent work. He was well loved by all of his customers, and will be missed by all of us. Dale and Deb Simmons, the Master Franchisees for Nebraska, and Cody from the corporate office attended a memorial service held to celebrate Dave's life on April 28, 2014. Our thoughts and prayers go out to his wife Vicki and his son Mike, and his other family members.

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### *EZ Net Tools*

Bruce Eckman from Ez Nettools has recorded a presentation that he made via a webinar presentation at one of our regional seminars. Here is the link to the presentation. We encourage everyone to view this presentation which gives some good insight as to what is required to help your website be successful.

<http://youtu.be/TCKYTAA-II8>

Bruce or a member of his staff will be happy to answer any questions you may have regarding the work they are doing to promote Heaven's Best via the world wide web and how this can benefit you in your area.

EZ-NetTools.com

Toll Free: (800) 627-4780 ext: 2001

Phone: (208) 356-8361

FAX: (208) 356-4969

### *Gordon Kohler Letter*

By Gordon Kohler; State Owner

UNDERCOVER BOSS

(KNOWLEDGE REVEALED)

In February, 1982, (32 years ago) I cleaned carpets for 8 cents a sf commercial, and 10 cents a sf, residential. I worked for someone else before going on my own. After going on my own, I went into the U.S. Navy. (I still cleaned on the side to help provide for my family.) After leaving the Navy, I worked at a trailer manufacturing company until I was recruited into Chem-Dry. In less than two years I doubled the

total revenue and the owner was going to sell. I didn't want to pay his asking price, so after looking around I purchased a Heaven's Best Franchise in March of 1992. In October of 1998 I purchased the State of Iowa as a Heaven's Best "State Owner" and have owned four other states. I've been assisting franchise owners in obtaining their next level. (32 years later, many cleaning for 25 to 45 cents a sf.)

I went undercover (starting a "New" franchise) in an area that had a four year complete turnover rate. (Not very trusting) I learned quickly that what got the best results were (drum roll please) the "WOW" factors.

A "WOW" factor as described is: Something that impresses a person enough to use you again (time after time, year after year) and tell someone else about you.

So, many of the "WOW" factors we can think of are: The name "Heaven's Best", "Dry in 1 Hour", a great logo package, a positive attitude, trust, honesty, and of course a good looking operator! So often an operator will just go through the motions of vacuuming. Seldom realizing it can be a major "WOW" factor. One comment I've heard is "Harriet, look at that, a guy who knows how to vacuum." Some copycat cleaners may use an upright, but I've yet to see one use an edger.

Often overlooked "WOW" factors are, grooming the carpet and the look, feel, and aroma of the experience. Granted over time the customer may take many of these things for granted and just come to expect them. If we fall short in any of these areas the "WOW" factor now becomes a negative factor and can work against you. Don't sell yourself short. All these factors build or loose "VALUE".

When customers fall into a "take for granted" attitude, it becomes a huge obligation to up the ante. The best way I know to create a "WOW" factor that will not lose its appeal...

1. Understand that all the above "WOW" factors have to continue to be treated as what they are, "WOW" factors.
2. Dress, look, and act the part of a "PROFESSIONAL".
  - A. Wear Khaki slacks and a button-up shirt (clean & pressed) and black or brown dress shoes (polished) with a matching belt.
  - B. Be clean, honest, and treat others as you would want to be treated.
  - C. Before entering the customer's door, wipe your feet on a damp buffer pad (that never goes inside) and put on a pair of BOOTIES.

Note: The most comfortable dress shoes I've worn are the "Bostonian" brand shoe at J.C. Penney's. There are 5 styles to choose from and come in black and a few in brown. Also, with these shoes it's easier to slip the booties on and off.

When we "Dress up" and become the "BOOTIE GUYS", what does that tell the customer? Care, trust, value, and the increased "WOW" factor! You may be thinking like a lot of us guys, booties, really. Well, just be glad they're not pink or radiant orange!

Note: Don't be shocked that the customer will expect to pay more too! The ball is in your side of the court!

I'm grateful for this opportunity to again have this experience to open a "new area." It has been an awesome relearning experience. I have purchased another van and my plans are to start another "new area" or run a shutdown area soon.

We welcome short articles from any state owner or city operator. If you would like to contribute to the newsletter please submit your articles by sending them to [mcoinc@heavensbest.com](mailto:mcoinc@heavensbest.com)

## *Shipping Department*

This month's **SPECIAL** is: 121 Fresh Scent. Buy 5 get 1 Free.

## *John's Fix-it Corner*

There is an old saying, "April showers bring May flowers," but if we get any more rain those flowers are going to be drowned. I think this is true for a lot of you waiting for the weather to change and warm up so the work will come in. Don't worry, though; there is a light at the end of the tunnel.

Remember our friend, Bob Farrell, from "Give them the Pickle"? He shares with us some insight on the importance of consistency.

"The most important word in a well-run kitchen or any other business is CONSISTENCY. Consistency is a key to customer satisfaction. The customer must believe they can depend on you to give them the same quality every time they return. Once you've established yourself as consistent, they'll keep coming back.

Nobody illustrates this better than McDonald's. Their hamburgers, milkshakes, and fries taste the same throughout the world. They have systems that dictate how the fries and hamburgers are cooked. That system is used in every McDonald's from California to Maine and from London to Hong Kong. When you walk into a McDonald's you know what you're going to get in all 15,000+ locations."

That is the same benefit people should get from using Heaven's Best. They should know what to expect every single time you show up to clean. The consistency of using our proven products and methods should show in the quality of your work. This adds to the element of great customer service, but will also contribute to building your clientele.

Note:

"I had spent the late winter months waiting impatiently for signs of spring. When the first warm, sunny Saturday arrived, I eagerly unlocked the storm door and stepped onto our patio deck. I was pleased by the sight of green sprouts and the sounds of singing birds. More than anything else, I delighted in the sweet aroma of the spring air. Knocking on the kitchen window, I beckoned to my wife to join me in enjoying the pleasures of the season. She quietly brought me back to earth when she reminded me that I was standing over the dryer vent, inhaling the scent of fabric softener."

## *Better The Best*

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

Alex Miller	OR
Asa Jones	TX
Benjamin Waite	OR
Bill Cleland	NV-Clark County
Dean LaPierre	FL
Eric Jenkins	CA
Eric Jenkins	CA
Jeffrey Martin	GA
Marcus Pacheco	TX
Tyler Boice	UT