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CITY OWNER NEWSLETTER

Long Term Success

In everyday life each of us are customers. We purchase many things on a daily, weekly, monthly, annual, and long term basis. What do you want as a customer? Why do you keep going back to a particular restaurant? Why do you go to a certain barber or hair dresser? Why do you buy your gas for your car or van from a particular station? Why do you use a certain cell phone or internet provider? Why do you buy your car from a particular dealer? What is it about your dentist or doctor that makes you want to use them exclusively? Why do you use the insurance agent that you do? Why do you have your money in a particular bank? Why do you buy your groceries at a certain food store? We have many choices, but we also have our reasons *why* we consistently chose to deal with certain businesses.

We need to ask ourselves these questions: Why do our loyal customers continue to use us? Why do some customers only use us once, and then never again? What can you do as an operator to make people want to use you again and again?

There is a fine balance in running our business. Not all customers want the same thing. Some are only concerned with receiving the lowest cost, while others want the very best and are willing to pay more for quality. Some others want the best value at the lowest cost. We need to cater to every customer and give them what they want. Here in Rexburg there are many apartments, and the owners only pay us \$55-\$65 per small apartment. There are small homes that have less than 600 square feet of carpeting that we will do for \$99. While on the other hand, some customers of ours have homes with cleaning bills between \$800 and \$1,000.

Your business is a growing, evolving thing. How many of the existing Heaven's Best services are you offering? How many of your customers would be willing to use other services that you offer if they only knew what those services were?

Long term success also requires long term marketing efforts. A good Heaven's Best operator called me recently stating that he wants to sell his business. When I asked him why he wanted to sell, he stated that he is not making enough money to meet his needs. He is a good operator. He does high quality work. His customers like him. He likes his customers. He enjoys the work, but his total dollar volume has dropped over the past six years from being \$80,000 a year to \$45,000, and this year could be in the \$30,000 range. He has stopped advertising because he cannot afford to advertise. I asked him how much he spent on marketing the year he did \$80,000. He told me that year he spent \$9,000 on advertising and it was not worth it. He did state that if he was making \$80,000 a year he would want to stay in the business. I like this operator and I want him to stay in the business

INSIDE THIS ISSUE

- *Long Term Success*
- *John's Fix-it Corner*
- *Monthly Special*
- *Better the Best*
- *New Owners and Operators*

and be successful. I want the business to provide him with the income that he needs to support his family. In order for that to happen, some things need to change. It may be a combination of a lot of little tweaks. He has a great base to build from and his business can not only get back to the \$80,000 per year, but it can go much greater than that. There may be other operators in the same situation. Their business may need a little tweaking as well.

Every business requires sales in order to succeed. Some operators may not want to be a salesman, but every business requires sales in order to succeed. There are many types of salesmen. Personally, I greatly dislike pushy sales people and I do not want to be a pushy salesman. You do not need to be a pushy salesman, but you do need to market your business in such a way that your customers know what you have to offer and why and how it will benefit them. Perhaps you need to consider yourself as an educator, problem solver, or servant rather than a sales person. A good servant can see and understand what the need is, and then through service solve the problem or need. To do this, the following dialogue or something similar could be used. "By the way Mrs. Jones, did you know that we also clean tile, grout, and wood floors?" At the very least, you should never leave their home until you have asked them to tell all of their friends about you. You will need to use your personality and style to let your customers know what you have to offer them and why it can benefit them. Happy tweaking!

John's Fix-it Corner

It must have been a good summer since I have not heard from a lot of you, and that's good news for you. Just remember that you're always welcome to call and we are always glad to help if we can. We think you guys are the best.

Cody and I were talking recently about the pile lifter that we have in our vans. We think this is one of the best pieces of equipment that we offer. It works so well in picking up the dirt and lifting the pile of the carpet. It complements our system well and adds credibility to our cleaning. This works well when doing residential work or doing commercial work. Order yours today P.N. # 1100

We offer lot of equipment and products that can help you expand your business and increase your bottom line. Now all you have to do is go out and ask for the job. We are committed to your success.

Note: You might be a redneck if ... you think "the jaws of life" is your mother-in-law at an all-you-can-eat buffet.

Monthly Special

This month's **SPECIAL** is: Stock # 132 Disinfectant Buy 5 get 1 Free.

Better The Best

We congratulate those operators who had their best month ever in July, 2014.

Alex Miller	OR
Asa Jones	TX
Bill Cleland	NV-Clark County
Brad Beseth	TX
Chris Pinchak	PA
Eric Jenkins	CA
Eric Jenkins	CA
Garrett Wyler	WA
Heaven's Best of Pocatello	ID
Heaven's Best of Rexburg	ID
Heaven's Best of Idaho Falls	ID
Jeff Kendrick	AL
JL Stevens	TX
John And Wyvonna Manly	OR
Marty Roberts	IA
Michael Sollman	OR
Norman Sillivan	NE
Patrick And Jill Toews	CA

New Owners and Operators

We welcome our to Owners and Operators

Josh Swope	Ft. Collins, CO
Joel Pacheco	Flower Mound, TX
Joel Pacheco	Kerville, TX
Logan Anderson	North Platte, NE