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Issue 9

CITY OWNER NEWSLETTER

Employees & Buyers

While each of you were here at training we told you there are two things that you need to start looking for as soon as you get home. The first is a good employee, and the second is a potential buyer. The reason we tell you that is in order for your business to grow past a certain point, you need to have an employee or two. We encourage all of you to be looking for a good employee who can help you expand your business, give you the ability to have more free time, and to expand your income.

Employees will be a necessary component of your business. Finding the right employee is like finding the right person to be your spouse. You usually need to get to know a few before you find the right one.

A real good employee can be a great blessing in your life. Your employee will usually not be perfect. They will have their own quirks and annoyances. They will have their shortcomings, and will need to be trained to do the business the way you want them to. They will need encouragement, praise, and they will need you to trust them. They need to make enough money as your employee for them to want to keep working for you. It takes time and effort to train them to be the kind of employee you expect them to be. They are your employees, not your slaves. You need to treat them with respect and dignity. They need to know that you care about them, and that you appreciate all they do to make the business succeed. They need to know how they fit into your long term plans. Most of them are looking for a carrier not just a job. You should be looking for a long term employee. Of course at first most of them are just looking for a job, and you are usually just looking for temporary help. You will know very quickly if they are someone that you want to be with your company for a long time. Some of them are "Keepers", and others you will want to get rid of as soon as you can.

Now the discussion turns to the potential buyer. Very often your potential buyer and your good employee is the same person. Who better to buy all or a portion of your business than the person you have trained to be a great employee. In many ways you are duplicating yourself. You teach them how to treat the customer, provide great quality using the Heaven's Best System, and how to run the business.

Many of our Franchisees have large territories, but they are not able to service the entire area completely due to travel, time, equipment, or man power restraints. You own the area and are paying monthly fees on it, but you are not developing it. You should develop the area with the help of employees, or you should sell some of it to one of your good employees, or a potential buyer you have developed over time.

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Every customer you clean for is a potential buyer for a portion of your area. They all have friends or relatives that could benefit from running their own Heaven's Best Service Business. If you have not started to develop a buyer you need to start now. The operators that develop buyers have a very easy time selling all or part of their area when they reach that point. Those who fail to develop a buyer, usually end up selling their business at a fire sale price. You need to plant the seed, water it, fertilize it, and develop it into something that will provide you with a great harvest at some point. If you don't develop a buyer, you will never get the kind of price you are looking for from your business. If all you have developed is a good job, then as soon as you quit working the job, it turns into a fire sale where you will only receive pennies on the dollar. Start now to develop a buyer so when you are ready to sell off all or part of your territory you will have a potential buyer who understands the value of your business.

Many circumstances could cause you to sell part or all of your territory such as health issues, a change in financial needs, wanting to move closer to your children and grandchildren, retirement, a death in the family, or the desire to try something else.

Start now so you can be prepared when some of these or other circumstances arise in your life. Your Heaven's Best Franchise is a great asset with more potential now than when you bought it years ago. What you get out of your business will be determined by how well you develop your potential buyer.

Monthly Special

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

John's Fix-it Corner

Hello everyone!

The summer has gone quickly and there is so much more to do. Fall is a great time to get it done. If you have a goal to have the best year ever, then you are on the last quarter of the year. So look at your numbers and see where you are. Are you ahead, are you right on, or do you need to make a push? Every goal can be met if you want it bad enough.

So the sixty four dollar question is "How bad do you really want to reach it?"

"Where performance is measured, performance improves. Where performance is measured and reported, the rate of improvement accelerates."

-Thomas S. Monson

You have been given the tools to keep track of what you do, by ether using Quick Books or Service Monster. By using them to the fullest, you should at any moment know what you are doing for the month. Also, write down your goal and put it up where you can see it. Every day write down beside it where you are and mark whether you're up or down. This is your measuring tool.

Now where are you going to report it? As you well know, we have a monthly report that you send in. Let your state owner know your goals and ask him to help you stay on track. Keep a journal where you make reports to yourself, or share with a spouse or partner. Wherever you decide to report, be consistent with your reporting to keep you on the track you want to be on.

Note: Two elderly ladies had been friends for many decades. Over the years, they had shared all kinds of activities and adventures. Lately, their activities had been limited to meeting a few times a week to play cards.

One day, they were playing cards when one looked at the other and said, "Now don't get mad at me. I know we've been friends for a long time, but I just can't think of your name! I've thought and thought, but I can't remember it. Please tell me what your name is.

Her friend glared at her. For at least three minutes she just stared and glared at her. Finally she said, "How soon do you need to know?"

Better The Best

We congratulate those Operators who had their best month ever during July, 2015.

Chris Pinchak	PA
Dan Palm	IA
David Daffer	OR
Eric Jenkins	CA
Jim and Cathy Reed	IN
Juan Valencia	OR
Matthew A. Griffin	FL
Patrick And Jill Toews	CA
Reuben D. Rock	WI
Richard Carns	WA
Tony Gibbins	IA

New Owners and Operators

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

Robert Mathieson	American Fork, UT
Greg Giardino	Washington, IA
Parker Turner	Washington, IA
Matt Valinotti	Rexburg, ID