



April 2014
Issue 4

STATE OWNER NEWSLETTER

INSIDE THIS ISSUE

- *Franchise Sales*

Franchise Sales

All state owners need to be actively involved in the sale of new franchises. One of the best ways to sell a new franchise is to have someone who has used our services or who performs our services refer us to a family member or friend. However, we are few in number. We need many more people telling friends and family about our business.

Our shipping department has been including with each order a couple of brochures that your operators can give to a potential franchisee. The customer can then give it to someone that they know who could benefit from owning one of our franchises. We feel it would be a good thing to offer the normal \$1,000.00 finder's fee to our operator, and an additional \$1,000.00 to their customer that refers one of their family or friends. In order for this to work properly, we need every state owner to agree to give this kind of finder's fee so that it will work regardless of which state the customer's family or friend lives in. I need each of you to email me and confirm your support of this.

We all need more franchisees. We all need to be doing more to sell more franchises. We need the help of every city operator, and we need the help of every Heaven's Best customer. This will require every state owner to work together to achieve franchise sales.

We all need to be doing better in selling franchises, and we all need to be better about supporting our existing franchises. We need to be minding the store. We need to clean house. We have just repossessed the Rexburg, Idaho Falls, Blackfoot, and Pocatello, Idaho areas and will run them on an employee basis. We all have some house cleaning to do. In order to keep the business alive and well, we need to make a lot of changes. I always like win-win situations, but sometimes, due to the choices that others make, a win-win is just not possible. We just do the best that we can and we move forward.

We each need to be actively engaged in the quest to find more franchisees, and to help our existing franchisees become better and more successful.

We all have some great operators that are running the business the way they should. In fact, the majority of our operators are great loyal people who are running the system correctly. They are successful, and happy in the business. I am glad that they are part of the business.

Life is good and our business is moving forward.