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Issue 4

STATE OWNER NEWSLETTER

New Revenue Streams for Operators

We are excited about the new opportunities we explained to our State Owners during our State Owner Webinar. These new changes will give greater value to each City Operator and State Owner. We realize that not every one of our operators will want to include all services. Some may pick only one to engage in, some will pick two, some all four, and some will not take advantage of any of them. Even though some may not take advantage of the opportunity, it will still increase the value of their business.

All city operators have an exclusive right area. The exclusive right will extend to the new services, which will make it easier for a city owner to expand their services to their existing customers. This will attract new customers who will first use us because of the new services that we offer, and will then be a natural fit into our original services.

We are confident that being able to offer all of these services will increase the number of new franchise sales in every state.

These changes are a work in progress, and some of our operators will be skeptical about them. Others will embrace them and will make their business more profitable. Success breeds success. Your own attitude will make a huge difference in the way your city owners feel about these new revenue streams. The transition of taking our business to the next level has begun. It is a work in progress.

In the City Owner Newsletter we asked each city operator to contact their state owner or the corporate office to let them know which seminar they will be attending. Please forward to us the information from any of your city owners that respond.

Regional Seminars

The Regional Seminars will be an introduction to the new services. At the end of the training the City Owners will have a better feel of how these services can benefit their business. A one man operation can still increase their income by offering these new services, even if they do not want to get employees to help them. The training in the regional seminars will be basic, but will help build confidence in their ability to offer these new services.

We need each state owner to help set up the locations of these trainings. We would like it in a city where you have an operator that would be willing to let us do the training at his house and one of his neighbors or a relative that lives close.

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We will be having three groups going at the same time with one third of the attendees in each group, rotating through until they have been to all of them. It will only be about a two hour session for each of the three new services.

Franchise Business Review

I hope all of you have taken the time to look over the information from the Franchise 50 Survey which was included in the last newsletter. We all have room for improvement and we hope you are using this as a tool to help you become a better state owner.

Next State Owner Webinar

Our next state owner webinar will be Wednesday April 22, 2015 at 4:00 pm MDT. We will send you out the link a few days prior to the webinar.

We do appreciate each of you being part of Heaven's Best