



## STATE OWNER NEWSLETTER

### *"What are you doing for your Operators" follow-up*

In the last newsletter I asked the question "What are you doing for your Operators for the fees you are receiving"? I hope each of you have considered the question and have made some plans to be more effective as a State Owner. Many of you are doing a lot for your Operators and we appreciate all that you do. However, we all have room for improvement in some areas.

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### *Product Usage Report*

In the HB Finance portion of our web site you can view a report of what product every Operator has used in comparison with each other. I would encourage each of you to review this report regularly to see if your Operators are ordering the right amount of product for the dollar volume they are reporting. This will help you see what products they never order. You need to know why they do not order them. You can help educate them as to why they need each product. You need to let them know that you are aware of what they are and are not ordering.

### *Free Ad Placement*

I hope each of you will place some free ads within your state to concentrate on more Franchise Sales. In the last newsletter we listed many places where this can be done free of charge. It does take effort on your part, but it is free.

### *Goals*

Goals are not something that you only set on New Year's Eve. You should be reviewing and adjusting your goals on a regular basis.

Thanks for being part of Heaven's Best