



May 2015  
Issue 5

## STATE OWNER NEWSLETTER

### *FDD*

We are working on the new FDD for 2015, and it should be ready in the next two weeks. We will have the changes ready soon and will email them to you.

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### *Regional Seminar*

We need to know a rough number of how many will be attending each of the regional seminars. Please get this information to us as soon as you have it.

### *Internet Advertising*

I have been getting some complaints about city operators advertising in a city owned by another franchisee. This usually occurs when you have an operator living in a city owned by another operator. Ideally it would be great for all of them to be working together and calling each other with the customer's information.

When a customer calls Heaven's Best, they want you to get them on your schedule for the services you are offering. If you tell them that you cannot provide services for them because it is another operator's area, and you tell them they will need to call the other operator, they feel like they are getting the run-around and they usually end up calling another company.

A call from a customer in another operator's area should be handled by telling the customer that Heaven's Best will be happy to take care of their needs, and we have an operator in their area. Get the customer's name, address, and phone number. Inform the customer that the closest operator to them will be calling them as soon as you can reach him and they will schedule the appointment at a convenient time for the customer. You should then call or text the proper operator with the customer's information. This process gives both of you verification that you gave them the lead. You will need to work things out between you and the other Heaven's Best operator so you are both on the same page.

It is hard to remove information from the internet once it has been posted, but it can be done with some effort. We need to help our city operators work together with their neighboring franchisees.

### *Next State Owner Webinar*

We usually have our State Owner Webinar on the 4<sup>th</sup> Wednesday of each month; however, I have a few of our state owners who have a conflict on May 27<sup>th</sup>, so I am looking at some other dates that may work out better for everyone. I will email all of you once I come up with an alternate date and time for May.