



October 2013
Issue 10

STATE OWNER NEWSLETTER

State Owner Webinar Follow Up

I appreciate each of you who attended the State Owner Webinar on September 25, 2013. We asked each State Owner to respond to how their Operators are doing. For the most part, our City Operators are doing okay. There are some that are down, but for the most part, they are maintaining their customer bases, and they are still making a good living. We have introduced some new services that will allow our Operators to increase their commercial work. Commercial work is a must if our Operators are going to change from having a good job—to having a good business.

Some of our State Owners are still finding it hard to get the monthly report from each Operator. This takes constant effort, but you need to know what your Operators are doing. The HB Finance on line is a great tool for you to monitor your Operators. A quick call or email from you can remind the Operator that they have not yet sent in that months report. They need to know that you care and are concerned in what they are doing. If you don't care—why should they. Let them know that you do care about them, and the monthly report helps you to know how they are doing and what help they may need.

Many of our Operators are either without a web site, or they are bouncing from company to company hoping for better results. We encourage all State Owners to encourage your City Operators to get signed up with EZ Nettools. We have a long term vision of where this is going and we feel we are on the right road headed in the right direction. This takes time and combined effort to get the desired results. The sooner they get hooked up with us the better it will be for them down the road.

Every State Owner and every City Owner needs to be working on their Heaven's Best Business daily. Our Operators need more carpet, upholstery, wood floor, tile & grout cleaning customers. We need more commercial accounts for every Operator. We need more franchise sales for every State Owner. We need to be pulling together to make all of these happen.

Our next State Owner webinar will be Wednesday October 23, 2013 at 4:00 pm MDT. Please try to be on your computer with a head set and please contact Bruce Eckman before hand to make sure yours is working so you can be part of the meeting. You can contact EZ Nettools in advance to work out the bugs.

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Value of Riding with Operators

There is real value in riding with your Operators to see what their day to day operation is like. You need to see if only Heaven's Best Products are on the Van. Are they showing up to their jobs on time? Are they dressed appropriately? Is their equipment clean. Are they communicating well with their customer? Are they speeding in the Van? Are they asking for Spotter, Pet Enzyme, or Multi Surface Maintainer sales? Are they asking for additional services while in the home? Are they asking for protector sales? Are they leaving the customer an evaluation card? Are they leaving a magnetic business card? Are they performing the Heaven's Best process in the correct manner? Are they mixing our products correctly? Do they know how to empty the recovery tank in the Upholstery unit? Is their equipment in good repair? Does the Logo on their van need replaced with a new one?

If you are not checking up on these things—who is? We see this as a big problem in our business. It is not only with your City Operators, but we have the same concern with our Corporate Owned franchises. We need to have a more hands on approach. We need every City Operator to have some accountability to someone.

Ron Smith has been doing a very good job at this. He rides with each Operator at least 1-2 times per year. He has them fill out a questionnaire so he can see what they need help on. It makes them feel like someone cares what kind of a job they are doing.

You may want to consider taking a few more days at your next regional seminar to ride on the truck with each Operator. We may all be surprised in what we find. We each have a business and we need to treat it like a business. It is not a stock that gives us a dividend regardless of what we do. If you want to be more successful in this business, you will need to get more involved in it.

I hope all of you will go to the bulletin board and read Ron Smith's most recent post.

Thanks for being part of this great company.