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STATE OWNER NEWSLETTER

Helping Our Operators

Many of our operators are very happy and content to just keep doing what they are doing. Their business is at a point that they are making an adequate living; they have the freedom of controlling their time. Some do not want to grow at all, while others have a hunger to push forward and take their business to new heights. Many would like to take their good job and turn it into a great business, but they are not sure how to go about it. I think most of our operators would like to be making more money than they are currently. One of the questions we need to be asking ourselves as a state owner is "How can I help my operators on an individual basis?"

INSIDE THIS ISSUE

- *Helping Our Operators*
- *Operator Reviews*

Each of our operators has their own personality, their own strengths, and their own weaknesses. The solution is not a one size fits all, but rather a personal individualized plan for them to accomplish things that will improve their lives. Some of your operators just need a friend. Some just need a little encouragement. Some need someone to follow up on them. Some just need someone that they need to report to. Some just need a sounding board. Some just need someone to recognize their achievements.

The role of a state owner takes time and effort. As you build your relationship with your operators, you will see what each of them needs. Many of you have already built a good relationship with your operators, and I commend you for that. Some of us need to improve in this area. Are you working as a mentor for your operators, or do they see you only as the tax collector?

We can make a difference as we make a concentrated effort to help our city operators with their individual needs. Please spend some time determining how you can help your operators. The dividends this effort will provide will be amazing.

If our operators know that you really care about them they will be more inclined to help you find new franchisees. They will want to help the business grow by introducing other great people to you who would benefit from owning their own business. The bond of trust and loyalty is earned and developed over time. Most of our Franchisees are not only business associates, but they become our friends as well.

Please take some time to consider what you can do to best help your operators. For some, the best thing we can do is to get out of their way, and let them run the business. We can however give them praise and acknowledge their accomplishments.

Operator Reviews

I want to thank all of you who have gotten us either written or video reviews from some of your operators. This will be more of an ongoing project and we can use many more. We would appreciate your continued effort in this matter.