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Issue 07

STATE OWNER NEWSLETTER

Product Survey

In the June 2013 City Owner newsletter we had a product survey. In the current newsletter we addressed the products we will be working to improve. I am very concerned about the lack of participation in the survey and the number of Operators that do not read the newsletter. We only have about one third of our City Operators that are reading the newsletter, and we only have about one half of the state owners that are reading the State Owner or City Owner newsletters.

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The following is from the City Owner Newsletter:

The survey showed us that some of you need more training on a few of our products and services. We do have tutorial videos available on the Heaven's Best web site which should help you understand the general process. After viewing any of these tutorial videos, you can call and discuss the process further with John Steiner at the corporate office. We will consider hosting some webinars which will give further instructions as well as question and answer time.

The products we will be active in improving are: Coffee Remover, Pet Enzyme, Wood Stain Remover, and a one part Red Dye Remover.

We did receive a few suggestions on additional services some of you thought would be beneficial to offer. We will consider these for the future.

From the survey we learned that we need to do a better job of introducing new products and procedures. We appreciate your suggestions on how this could be accomplished.

We were disappointed in the number of operators who did not participate in the survey. We introduced the survey in the newsletter and then emailed it out to every operator. We only received a response from about 20% of the company. We realize that every operator is busy in the business, but we do value your feed back and suggestions on how we can improve the business. We encourage those who did not participate, to do so now. Your insight is important and we welcome your comments.

There are things that we are working to improve at the Corporate Office, and I think there are things that we can improve on a State Owner level. One of which is being more involved as a State Owner. Not only are we the Corporate Office, but we also fill the role of State Owner in any state that does not have a State Owner. So when I talk about we, or us, I am including the Corporate Office in our responsibilities to our City Operators as well.

Monthly Reports

In doing some research for our Webinar, I discovered that only 68% of our Operators, companywide, are current on their Monthly Reports. Some of our State Owners have been very diligent in this responsibility and have all of their Operators up to date and current on their monthly reports. I thank you and congratulate you. It proves that a State Owner can get all of their Operators to be current on monthly reports.

The same is true with monthly fees and loan payments. Some State Owners know exactly which City Operators are current on monthly fee and loan payments. Others need to spend more time to make sure they know exactly where each operator is in their financial obligations. You may need to remind them that it is a requirement of the License Agreement that a monthly report is submitted each and every month, and that all monthly fees and loan payments are current. It is also a requirement that all equipment and supplies are purchased from the Heaven's Best web site. The State Owners that monitor these things can act upon them quickly and resolve the issue before it becomes a problem.

Many of us have allowed our Operators to violate the License Agreement by not requiring them to be in full compliance. The first time this happens, it is shame on the Operator. The next time you allow it to happen, it is shame on you. We all need to work on keeping our Operators in full compliance. If it does not seem like you care, why should the Operator care. We need to let them know that we all care and are all concerned about them being successful operators.

Next State Owner Webinar

Our next State Owner webinar will be July 24, 2013 at 4:00 pm MDT. I will send out an email with the registration information and agenda a few days before. I will consider agenda items that you turn into me 2 weeks prior to the webinar.

Regional Seminars

I will be holding 3 more regional seminars sometime during the next 14 weeks. They will be in Idaho, Maryland or New York, and Texas. Many of you have already held yours, but if any of you are wanting to schedule one in your State, please let us know as soon as possible.

Outline of Website Promo

Below is a diagram that was shown on our State Owner Webinar on June 26, 2013

Heaven's Best Website Promotion Plan



I do appreciate the work that each of you are doing with your City Operators. We are all trying to make the company better. Thank you for being part of Heaven's Best.