

Opening Doors

In This Issue

**Thank You Letter
from CEO**

**Franchisee of
the Month**

Training Calendar

Customer Appreciation

**First Works Training
Graduates**

From the Mailbag

**OpenWorks Shows
Appreciation for
the Community**

**Franchise Referral
Program**



The month of November and the Thanksgiving holiday affords us the opportunity to say thank you to all of our friends and business associates. I wanted to extend my sincere appreciation to the entire OpenWorks' Franchise community for the outstanding service you provide to our customers. Customer loyalty in our demanding industry is very difficult to achieve – and you demonstrate on a daily basis a great capability to deliver superior service while building your business and reputation. A lot of hard work on everyone's part is essential to achieving success, and your professionalism and dedication to quality is the cornerstone for sustaining the future of our organization.

During the challenging economic times ahead, the key differentiator will be the "face to our customer" – our consistency, concern, and contribution to the smooth operations of all the facilities we have been entrusted to service. Our objective is to continually help you grow as a business and achieve your personal and financial goals. OpenWorks' growth and stronghold in the market is dependent on your ability to continually provide outstanding customer service and implement new technologies and efficiencies to retain and satisfy our customers.

I appreciate your commitment. I appreciate your positive attitude and desire for success. You are a real asset to the OpenWorks' family, and I look forward to many more years of growth and success. I wish you all a very Happy Thanksgiving.

Eric Roudi



OpenWorks®
Give your facility the works®

“The greatest need of every human being is the need for appreciation.”

AUTHOR UNKNOWN

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”

JOHN FITZGERALD KENNEDY
(1917 – 1963)

35th President of the United States, serving from 1961 until his assassination in 1963.

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”

WILLIAM ARTHUR WARD
(1921 – 1994)

Author and one of America's most quoted writers of inspirational maxims

“Hem your blessings with thankfulness so they don't unravel.”

AUTHOR UNKNOWN
(1969 – present)

American recording artist and fashion designer

“On Thanksgiving Day, all over America, families sit down to dinner at the same moment – halftime.”

AUTHOR UNKNOWN

OPENWORKS SALUTES OUR



Franchisee of the Month

Arizona

Ken Cabiness – Ken has been an OpenWorks business owner in excess of seven years. He recently became the franchise of record for an account that required a special “hands on” approach to establish customer satisfaction. Ken took on the challenge without hesitation and has succeeded in turning this account around and making the customer very happy. Way to go, Ken!

California

Jeffry Lee – Jeffry took over California Dairies, a seven day a week account which was in

jeopardy of canceling with OpenWorks due to service issues. Per Rico Hinojosa our contact and Plant Manager at this account, “Jeffry is doing really well!” Jeffry communicates well, and is extremely attentive. Since taking over Jeffry is present for monthly inspections and weekly meetings with Rico. We have received nothing but excellent feedback in regards to the services Jeffry provides as well as his work ethics. Keep on shining, Jeffry!

Washington

Hung Ly – Hung has always gone the extra mile to take on difficult customers with high demands. When issues or any kind do occur he goes out of his way to address the concerns in a timely fashion and also goes above and beyond the call of duty to handle them. He is dedicated to each and every account and keeps the lines of communication between the customer and OpenWorks open to ensure consistent service. Thank you for going the extra mile Hung!

FROM THE  MAIL BAG
OpenWorks®

Since the time Open Works was awarded the contract for our Redmond Hub they have provided quality service at a reasonable cost. Your franchisee has been easy to work with and responsive to any concerns as have you. To enjoy that level of cooperation enables my people to focus on other things. Thank you.

Sincerely,



Thomas Dietrich Jr
UPS

FirstWorks™
TRAINING GRADUATES

Congratulations!

to the following graduates for successfully completing the intense 10 day FirstWorks training program:

Texas

Jose Casillas
Leroy Kollick
Darlin Ventura

Washington

Tin Tan Nguyen

Helping Our Franchisees

BETTER BUSINESS PRACTICE

Customer Appreciation

Thank You!

In this season of "Thanksgiving" it is so important to take the time to make a list of those things for which we are most grateful. For most business owners, especially during times of economic challenges, it is our customers for which we are most thankful! However, for some reason, it seems that we often forget to say "thank you" and show appreciation to these essential components of our business. It is not necessary to spend a significant amount of money to show appreciation to your customers and if you do show your gratitude you are sure to see a good return on your investment from increased satisfaction and loyalty. Here are a few simple ways to show your appreciation during this holiday season and throughout the year:

- Take the time to both say and send a handwritten thank you note to your most valued customers.
- Empower your crew to make your customers feel special by providing customer service training to ensure that they are equipped to provide a positive experience for the customer with each interaction.
- Ask for customer feedback, not only will this make your customer feel that their opinion is valued but it will also provide you with critical information that can be used to improve your services.
- Develop and implement some form of customer loyalty reward system. This could just be a small gift or other token of your appreciation.
- Support your customers' businesses by providing them with referrals and /or recommendations of their business.
- During the holidays send greetings with a personalized message conveying your continued appreciation for their business.



Hooooo?

better to provide us with newsletter topic ideas than our franchisees who are out in the world dealing with the daily challenges of running a commercial cleaning business. Please submit future article ideas to Susan Abbott at susana@openworkswb.com or you may reach her at 800-777-6736 ext. 141.



OpenWorks Shows Appreciation for our Community

two OpenWorks employees showed support and appreciation to their community. On Sunday, October 5th, Human Resources Director – **Sylvia Hollingworth Reichle** and Executive Assistant/Marketing Coordinator – **Susan Abbott**, participated in the annual 5K Aids Walk in downtown Phoenix, AZ. Along with 5000 other supporters, Sylvia and Susan enjoyed the sunshine and entertainment along the route as they walked. Their team raised over \$500 for the cause and both are looking forward to next year's event!

CALENDAR OF ADVANCED TRAINING CLASSES

* Washington OpenWorks

1750 112th Avenue N.E., Ste. D151
Bellevue, WA 98004

MONTHLY FRANCHISEE BUSINESS MEETING

| | |
|----------|------------------------------------|
| Date | Thursday, November 20th |
| Time | 1:00pm-2:00pm |
| Location | Conference Room |
| Topic | Flat Mopping System and Microfiber |

Achieve Their Dreams...



OpenWorks®
Give your facility the works®

Franchise Referral Program

The program is very simple – just call the franchise licensing manager in your region and give him/her your name and the name and phone number of the person whom you are referring. If the referral decides to purchase an OpenWorks franchise, then you make...

First Referral = \$ 750.00
Second Referral = \$1,000.00
Third Referral = \$1,250.00

** referrals that result in a sale **

— Regional Contacts —

Arizona:

Greg Gee

greggee@openworkswb.com
602-224-0440 ext. 113

California

David Abdeen

davidabdeen@openworkswb.com
(562) 428-9210 ext. 402

Texas

Grant Gifford

grantg@openworkswb.com
(214) 766-2310

Washington

Christina Arner

christinaa@openworkswb.com
(425) 827-0550 ext. 304

Please forward your comments, newsletter contributions, or suggestions to:

Opening Doors Newsletter

4742 North 24th Street
Suite 300
Phoenix, AZ 85016
fax: 602-468-3788

E-mail the editor:

info@openworkswb.com
www.openworksfranchise.com



OpenWorks®

Give your facility the works®

SPECIAL OFFER

UNIFORM DISCOUNTS!

OPENWORKS HAS A UNIFORM PROGRAM

that requires all franchisees and their employees, while on customer premises (either during the day or after hours) to wear at least one approved article of OpenWorks clothing.



OpenWorks is in partnership with Intramedia Solutions to provide everything from screen-printed T-shirts to aprons, caps, polos and more – all bearing our official company logo. All items in stock and available for immediate delivery.

ACT QUICKLY!!!

BUY 5 OF ANY ONE ITEM & RECEIVE THE 6th ONE FREE!

OFFER GOOD WHILE SUPPLIES LAST

SIMPLY CONTACT

Intramedia Solutions

Sharon Glenn

CLIENT SERVICE REPRESENTATIVE

Call **888-563-6767 x15**

Fax 602-287-0870

*Happy Thanksgiving
from our family
to yours!*

