

Opening Doors

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Make It Easy –
and Hard –
On Your
Customers

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OPENWORKS
WELCOMES
NEW COO –

Dane Ellison

2009 has started with a Bang! We would like to take this opportunity to welcome Dane Ellison – our new COO – to the OpenWorks team.

Dane has an impressive Operations and Sales background. Prior to joining OpenWorks he held Senior Management positions at Southern Star, ARAMARK Corporation and Sodexo. Dane brings with him to OpenWorks skills that include: building and maintaining successful, award winning operations and service teams; capitalizing on market trends to penetrate key markets; maximizing customer satisfaction, while meeting revenue and profit expectations; as well as developing and implementing effective employee development and training programs. One of his most impressive achievements has been turning around an under-performing region and producing over \$46 million in new sales after just two years!

A true Southern gentleman, Dane graduated from the University of South Alabama and is a former US Army Ranger. Currently Dane lives in Atlanta, Georgia with his wife, Meredith, of 13 years on a horse property. Meredith loves to ride and take care of their beautiful horses and couldn't imagine leaving them behind. Thus, they are

taking their time to find the perfect place to relocate them to in Phoenix. In the meantime, Dane is splitting his time between all of our regional offices and getting to know all of his team members. Dane's other interests include golfing, swimming and watching college football.

We are very excited that Dane has agreed to join us here at OpenWorks.

He will be directing the sales and operations departments in each region, and will be playing a key role in increasing our business and opening new OpenWorks offices in new regions. Dane is excited about getting to know everyone in our franchise community and he also looks forward to meeting each and every one of you during the next few months!



Dane
Ellison



OpenWorks®
Give your facility the works®

"Of course there is no formula for success except perhaps an unconditional acceptance of life and what it brings."

ARTHUR RUBINSTEIN
(1886 - 1982)
Composer & Pianist

"Success usually comes to those who are too busy to be looking for it."

HENRY DAVID THOREAU
(1817 - 1862)
US Transcendentalist author

"Success isn't permanent, and failure isn't fatal."

MIKE DITKA
(1939 -PRESENT)
US football player & coach

"Whenever I hear, 'It can't be done,' I know I'm close to success."

MICHAEL RYAN FLATLEY
(July 16, 1958 - present)
Irish step dancer, flautist and choreographer who became internationally known through the theatre musical, *Riverdance*.



BETTER BUSINESS PRACTICE

✓ Send email with new service updates

✓ Order new green cleaner for conference room

✓ Follow up on client request for rug sanitizer and brightener

✓ Forward client a list of time saving tips for personnel

and Hard Make It Easy ✓ On Your Customers

Life is so busy, so complex at times. Our customers' personal lives are often hectic and disorganized. And communication is not like it was 25 years ago where you only had the landline phone, letters, and face-to-face discussions. Now we also have cell phones, e-mails, instant messaging, text messaging, etc. These increased methods of communicating create more plates spinning at once for our customers. In many ways, the current pace that many of our customers set

for themselves and the multitude of communication mechanisms can make life, well . . . hard.

What can you do to make it easy?

To acquire and keep a customer, you need to make it easy to do business with you, to quickly get in contact with the right person the first time around. It needs to be easy to transact business, to address an issue, or to get their question answered.

Creating simplicity for the customer can also help you to make it hard for them – hard for them to leave you. You want to be so easy to do business with, so vital to their day-to-day personal or business lives, that it would be too big of a hassle to leave you. Are you responsible for the success of some basic functions of their business? Do you take care of some of the administrative hassles for your customers? Do you communicate with them in the manner in which they prefer the communication? Is their renewal with you or retention by you something that requires almost none of their time?

Brainstorm on different ways to make your customers' lives easier. Maybe you'll think of new or modified services. Maybe you'll think of things that save the customer time, or reduce the complexity of what they need to do to acquire services or information from you.

Make it easy to be a customer of yours; you just might make it harder for customers to leave.

SOURCE: CUSTOMER SERVICE SOLUTIONS, INC. WWW.CSSAMERICA.COM



Congratulations!

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

Arizona Nohemy Cisneros
Luis Salinas

California Gamada Aliye
Azmera Zere

Helping Our Franchisees

I wanted to take the time to acknowledge the quick response OpenWorks delivered regarding the day porter position we requested. It appears a good choice was made for our near and long term needs.

I would also like to mention that OpenWorks has met or exceeded Reinhold's expectations in regards to timeliness, quality, flexibility and communication. I remember requesting your presence here at our plant after I had been here for three months (back in July 2006) to discuss these expectations. You were receptive to our standards and my expectations and have consistently delivered from then to the present time. Your organization's extra efforts, especially floor detailing and window cleaning have been recognized by all levels of employees, supervisors and executive management in our organization.

Keep up the good work. We intend on maintaining this positive relationship for years to come.

Sincerely,

Chuck Leopold

Chuck Leopold

REINHOLD INDUSTRIES, INC, SANTA FE SPRINGS, CA 90670

CALENDAR OF ADVANCED TRAINING CLASSES

* Arizona OpenWorks

4742 N. 24th Street, Ste. 300
Phoenix, AZ 85016

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, February 27th
Time 12:00pm – 2:00pm
Location Saguaro Conference Room
Topic Using Advanced Techniques for Improved Productivity, Featuring: Advance- Nilfisk Products

* Washington OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Wednesday, February 25th
Time 11:00am-1:00pm
Location Waxie Facility (Further details & directions will be mailed out)
Topic Tour of Waxie Facility

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Frank Valencia – Frank is always willing to take on a challenging account and he excels at turning them around! He focuses on the problems and is quick to solve them. Frank has been awarded 5 of the 11 Concentra Medical Centers because of his attention to detail and his ability to communicate well with his clients. A franchisee since 1999, Frank has the experience to do technical, medical, and office

cleaning and he exceeds expectations in all of them. His ability to manage several crews throughout the valley make him a valuable asset to OpenWorks. Frank is one of the seasoned "Zees" you can call anytime day or night to respond to any emergency. His professional appearance and attitude have made him a great candidate for high profile accounts, like American Red Cross and Ventana Lakes Country

Club, that require a special touch. We are proud of you, Frank, keep it up!!

California

Juan Mercado – A franchisee since 1994, Juan Mercado is known for his willingness to please the customer. Juan will do whatever is necessary to keep them happy and goes well beyond expectations. For example, without being asked, Juan performed a strip & wax job in each of his multi-location client's exam rooms and didn't even charge them a tag job. The customer was grateful as it assisted in them in passing their monthly inspection and helped their budget as we go

through these difficult economic times. Keep on shining, Juan, it is appreciated and noticed!!

Washington

Uuganbayer Manushka – Though he is a newer franchise owner, Manushka has taken on a new challenge and his follow-up has been fantastic. His responsiveness to messages and any needs for his account is an example for all to follow! He is dedicated to making whatever changes are necessary to make sure his customer is taken care of at all times and any time of the day or night! Thanks Manushka and keep up the great work!

Achieve Their Dreams . . .



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:

Rob Moore

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California

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Texas

Grant Gifford

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(214) 766-2310

Washington

Christina Arner

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

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

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www.openworksfranchise.com



OpenWorks®

Give your facility the works®

FRANCHISEE SPOTLIGHT



Who better to give you business advice than your peers? Henry Moret, Major Accounts Manager in AZ, spoke with a successful franchise team in his region and asked them to share their best business practices with you.

Teresa and Cristina Perez have been franchise owners in the Arizona region for only a year and a half. During that time they have rapidly grown their business and earned a number of high-profile accounts. Their success is largely due to their “whatever it” takes mentality as well as an “I can do” attitude. It is this entrepreneurial approach during their short time with OpenWorks that has lead to a new opportunity allowing them to more than triple their RJS. Henry Moret recently sat down with Teresa and Cristina and asked what advice they would give to other franchise owners who are trying to grow their business:

What do you think has been the critical thing you have done that has helped grow your business?

“There are several things that have helped our business grow including: communication, dedication, always going that extra mile to keep the customer happy, and of course, being available at all times – but always with a positive attitude. We must also give a big thanks to everyone at OpenWorks for all their support.”

How long did it take to become successful at growing your own business?

“We did not expect to grow this much in such a short period of time. However, success, from our point of view, is when we get a compliment from our customers. We have been getting those compliments since day one!”

What hints do you have for other franchisee’s who are interested in growing their business?

- “We have several suggestions:
- Never be afraid to take any account; just remember that the key to success is your hard work and dedication.
 - Always work with your employees side by side.
 - Don’t forget: communication with the customers is very important.
 - Finally, to paraphrase Jay Kelly: “successful people do what non-successful people won’t do!”

Who 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.

