

# Opening Doors

## Don't Leave Your Business to Luck

**“OpenWorks– owning your own business, yet not being in business alone.”**

The great thing about owning an OpenWorks franchise is that we are there every step of the way to assist, educate and service your business needs. However, something that is important to keep in mind is that the most successful franchise owners are pro-active individuals who grow their own business and continuously take steps to increase the value of the services that they provide. Don't leave your business to luck but follow these simple tips and build your own success.

**Listen to the Customer.** Take the time to visit each of your accounts on a regular basis and ask for feedback. Take notes as your customer is speaking. This shows that you are listening to their needs and are interested in their concerns. Don't be afraid of negative feedback, this is actually the most valuable kind. Find out what the customer's needs are and take these back to your crew. Together come up with an action plan and be sure to follow up with the customer in a few weeks to ensure that you have successfully resolved the negative issues. When you listen to the customer this shows interest and respect; when you act on what your customer has said this proves that you have truly listened and that you truly care about them as a customer.

**Don't Grow too Fast.** It is tempting when you first start a business to want to grow quickly. However, be realistic about business growth, take it slow, one step at a time, and do not take on more work than you can handle. Define a realistic service area and target a specific size and type of account. When OpenWorks approaches you with a new customer be sure to consider how you will staff the job and what types of equipment and supplies will be needed to maintain the facility. Only take on those customers that you are confident you will be able to service successfully. If you start small, but do it

successfully, growth will come with time, hard work and experience.

**Look for Ways to Cut Costs and Improve Quality.**

As with any service the bottom line as far as the customer is concerned is cost. So, it is important to be continuously looking for ways to cut costs while improving quality. When you find these savings it is imperative that you share them with your customers. A few of the ways that you can consider reducing your service costs include; searching for a more efficient way to achieve the same or better results; finding more realistic frequencies – can some cleaning tasks be performed less frequently without sacrificing quality, safety, appearance or health?; eliminating wasted time by making sure that all your crew members have specific duties with specific time expectations; and always using written procedures that show your crew members how each task should be done, how long it should take and what result is expected.

**Reinvest in Yourself and Your Business.** It is important to remember our industry is changing all the time. It is important to keep learning and know where to go for answers when you need them. Educate yourself; read industry books and magazines, attend the advanced training sessions offered at OpenWorks as well as regularly attend the quarterly franchise sessions which offer important industry updates and product information, also join and participate in cleaning industry trade associations in your city. Finally, it is critical that you continuously reinvest in your business, do not ignore it and hope that luck will shine upon it! Buy new equipment, pay better wages and benefits to attract good employees, try new products and computerize so that you are readily available to your crew and customers. With hard work, dedication and perseverance your business and your future will know no limits!!

### In This Issue

Don't Leave Your Business to Luck

Franchisee of the Month

First Works Training Graduates

Training Calendar

It's a Customers World

From the Mailbag

Highlighted Franchisee Stories



OpenWorks®

Give your facility the works®

# Helping Our Franchisees

## *OpenWorks salutes Our Franchisee of the Month*

### Arizona

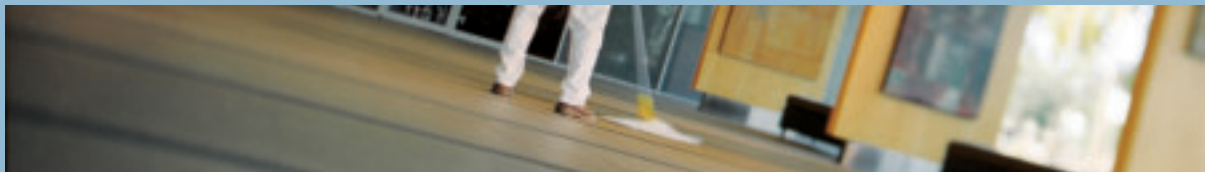
**Teresa and Christina Perez** – Teresa and Christina Perez are two of our newer franchise owners and have shined since accepting their first customer account. Recently they agreed to service an unhappy customer who was threatening to cancel. However, after Teresa and Christina spent the time necessary meeting with the customer and discovering how to properly service their needs they were able to save this account and make the customer happy and confident in the OpenWorks brand once more. Keep on shining, Teresa and Christina!!

### Washington

**Kate and George Karedesheva** – Kate and George continue to receive customer recognition for all their efforts. Just recently they received yet another letter from Primus International about the great work George does and the level of communication he has with ensuring things are going well. They have also recently grown their business partnering closely with us adding a national account to their portfolio and service is going well. They continue to demonstrate what it takes to maintain a strong relationship with their customer and what hard work, communication and follow-up can do! Keep up the great work!!

### California

**Saul Ramirez** – Saul's strengths include proactive calls and speaking to the customers individually. He always finds ways to address concerns and issues before customers call the Customer Service Department or the CA regional office. It has been over a year since Saul has received any terminations. Way to go, Saul!!!



## OpenWorks' Calendar of Advanced Training Classes

### Arizona:

OpenWorks  
4742 N. 24<sup>th</sup> Street, Suite 300  
Phoenix, AZ 85016

Date: Friday, March 28th  
Time: 12:00pm – 2:00pm  
Location: Saguaro Room  
Topic: *Quarterly Franchise Meeting*

### Washington:

OpenWorks  
1750 112<sup>th</sup> Avenue N.E., Suite D151  
Bellevue, WA 98004

Date: Thursday, March 27th  
Time: 1:00pm – 2:00pm  
Location: Conference Room  
Topic: *MSDS Compliance*

“Shallow men believe in luck. Strong men believe in cause and effect.”

Ralph Waldo Emerson

American poet, lecturer and essayist  
1803-1882

“I’m a great believer in luck, and I find the harder I work, the more I have of it.”

Thomas Jefferson

American 3rd US President (1801-09).  
Author of the Declaration of Independence.  
1762-1826

“Luck is what you have left over after you give 100 percent.”

Langston Coleman

American Professional Athlete.

“Luck has a peculiar habit of favoring those who don’t depend on it.”

Author Unknown

# Achieve Their Dreams

*Better Business Practice*

## IT'S A CUSTOMER'S WORLD...WELCOME!

In the television show "The Apprentice," different contestants compete on teams in a business activity to see who can earn the most money or who can impress THE company executive. Whichever team loses the contest has to face famous American real estate tycoon, Donald Trump, in the boardroom to determine who was most at fault and - therefore - which team member should be fired.

In a recent episode, a printer manufacturer was the company for whom the contestants competed. The goals were two-fold. First, create an impressive ad campaign for the company and second, sell the most printers possible. What was unusual about this edition of "The Apprentice" was that celebrities were involved, and the team leader for one of the teams was Gene Simmons, former member of the musical group KISS. He immediately developed a theme for the campaign - "It's a Kodak World...Welcome." He was so enthralled with his concept that he refused to meet with the client about their product or goals, instead sending others. One of the two team members he sent to meet with the client talked virtually non-stop in the meeting to the point of the client later voicing their displeasure with Mr. Trump.

The graphics they designed for the campaign were beautiful, and the presentation they made to the people they sold to was flowery and eloquent.

Now to the other team - the other team had crude marketing layouts and spilled coffee on their lap top late in the preparation for the sales day; so they lacked flash and some content in their presentation. But they did meet en masse with the client and found out that this printer's main advantage dealt with the efficiency of the ink and how it could print twice the number of pages for the same cost as the typical printer.


They focused their sales pitch on the ink, and they sold many more printers.

The first group listened to themselves and had all the glitz in the world but lost to the team that had rudimentary materials but listened to the customer.

Always listen to the customer, and give them what they want!

-adapted from the Customer Service Solutions, Inc. website

*From Our Mailbag*



"It has been a sincere pleasure to work with OpenWorks during the process of finding a cleaning service for our Mercedes-Benz of Arrowhead store in Peoria. OpenWorks was most informative and responsive to our questions and concerns. OpenWorks took into consideration our desires and timetable and was able to accommodate our needs in a fashion that was acceptable not only to us but to your fine organization as well. Thank you for supplying our service and having such fine employees to work with us. We appreciate your business.

**Mercedes-Benz of Arrowhead  
Arizona**

**Don't forget to  
TURN YOUR CLOCKS  
FORWARD  
ONE HOUR.**



In 2008, daylight savings time starts on the second Sunday in March...**MARCH 9th**... and will end on the first Sunday in November... November 2nd.

This will move an hour of daylight from the morning to the evening. Intended to promote energy conservation, daylight savings time was increased by a month starting in 2007, the change was part of the Energy Policy Act of 2005.

**Daylight saving time is not observed in Hawaii, Arizona, Puerto Rico, Virgin Islands, Guam, American Samoa, and Saskatchewan.**

#### **Contact Us**

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@openworksworld.com  
www.openworksworld.com



**OpenWorks®**

Give your facility the works®

# FRANCHISEE SPOTLIGHT

***Who better to give you business advice than your peers? Christina Arner, Regional Director in WA, spoke with a successful franchise owner in her region and asked her to share her best business practices with you.***

Silvia Stoyanova a Washington Franchisee since 2004 has increased her business by leaps and bounds. Silvia is a great example of knowing how to be proactive when it comes to checking in with her customer and following-up. She deals directly with her customers to ensure that they are getting the service they need at their facilities and is always suggesting additional services to assist them in maintaining them at the high levels the customer demands. She takes great pride in ensuring all her accounts are taken care of, works side by side with her staff, and she is active in learning everything there is to know to care for her customers and to be able to continue to grow her business. Silvia feels that some of her biggest



accomplishments have been, "being able to grow and nurture my business to the point of being able to start adding employees yet still maintain the level of service standards". Silvia is pleased to represent and handle the National World Pac account for OpenWorks. Christina spent the afternoon with Silvia and asked her:

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

*Just being 100% involved and willing to take on challenges in order to succeed. Also making sure everyone is happy, the customer and OpenWorks, has been very critical.*

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

*More than two years.*

**3) What hints and tips do you have for other franchisee's who are interested in growing their business?**

*Always to be positive, willing to go the extra mile, keep a good communication level with the customers, and stay involved in order to keep your business stable; in other words – always work hard.*