

Opening Doors

Creating S.M.A.R.T.



Last month we focused on refreshing your business plan. Here is a formula you can follow to reach your business goals:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

■ **Specific** - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

- Who** - Who is involved?
- What** - What do I want to accomplish?
- Where** - Identify a location.
- When** - Establish a time frame.
- Which** - Identify requirements and constraints.
- Why** - Specific reasons, purpose or benefits of accomplishing the goal.

Example - A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

■ **Measurable** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such... How much? How many? How will I know when it is accomplished?

■ **Attainable** - When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

■ **Realistic** - To be realistic, a goal must represent an objective toward which you are both willing and able to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

■ **Timely** - A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

'**T**' can also stand for Tangible - A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing. When your goal is tangible you have a better chance of making it specific and measurable and thus attainable.

Don't wait - sit down today and write down your S.M.A.R.T. Goals and get to work!!

Sources: www.topachievement.com

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"Isn't it appropriate that the month of the tax begins with April Fool's Day and ends with cries of "May Day!"

AUTHOR UNKNOWN

"Sweet April showers do spring May flowers."

THOMAS TUSSER
(1524-1580)

English Farmer and Writer.

"April 1. This is the day upon which we are reminded of what we are on the other three hundred and sixty-four."

MARK TWAIN
(1835-1910)

American Humorist,
Writer and Lecturer.

"Here cometh April again, and as far as I can see the world hath more fools in it than ever."

CHARLES LAMB
(1775-1834)

English Critic, Poet and Essayist.

"Taxation with representation ain't so hot either."

GERALD BARZAN
(20th Century)

Humorist.

BETTER BUSINESS PRACTICE

Make The Emotions Drop

With the current economic climate it isn't surprising that more people than ever are on edge. It also isn't surprising that those of us in the cleaning industry are feeling the effects. The cleanliness of their facilities are sometimes the only thing that our customers feel they have direct control over in these scary times. So, they are more likely to hold us to higher standards and expect to get more for their dollar than before.

So, what do you do when confronted by an angry, complaining customer? How do you diffuse this awkward situation? Some experts believe that it is sometimes best to let the customer vent, let him blow off a little steam. Make sure that you maintain eye contact with the customer and occasionally nod. Don't say a word, but make sure you stay focused and actually listen to what your customer is saying. All of a sudden ask the customer a simple question, "Now did that happen on Tuesday or on Thursday?" And you will see the customer stop dead in their tracks. It is very difficult to maintain emotion and upset and to think and respond logically and factually at the same time. You will find that even if the customer tries to go back to their complaint they will have lost a lot of steam thereby allowing you to take control, respond and promise to remedy the concerns.



APRIL 15th!

It is that time again... TAX SEASON!! Remember that they are due on April 15th. Be sure that you don't procrastinate... what is it they say? "The only thing you can't avoid are death and taxes!!" Instead let's hope that on April 16th you will be able to quote American Humorist, F.J. Raymond, when he says, "Next to being shot at and missed, nothing is really quite as satisfying as an income tax refund." The following two websites provide interesting and useful information that might assist you as you are preparing to file your small business taxes this year:

<http://www.irs.gov/businesses/small/>

<http://biztaxlaw.about.com/>



Helping Our Franchisees

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Amina Redd – Amina has consistently risen to the occasion when asked to assist us with challenging cleaning situations. In the process she has posted a remarkable retention rate over the past 18 months. Much of her success is directly attributable to her customer service skills, and she is routinely complimented on her responsiveness to issues and willingness to work with last minute requests.

Dana Graham from YMCA Gilbert praises her for the work she does on a daily basis and Account Manager, Henry Moret, has tried to find issues with her work every time he visits this account, however, it is consistently clean, no matter what day or

time of the day he walks it! This is particularly important given the environmental challenges this account presents. Way to go, Amina!


California

David Alvarez – David has not only demonstrated his dedication, but that no matter what, he is always up to the task. Constantly displaying his willingness to accommodate and please his customers, David has shown a positive outlook when taking on new challenges. His attitude has played a major role in his success in communicating with his customers. This makes him very approachable, as result building strong relationships

with his personnel as well as his customers. David is diligently searching for new and innovative methods to clean the many buildings he is responsible for. Great Job David, Keep it up!

Washington

Tuguldur Tugsbileg-Tuguldur – Tuguldur and his team recently started a new customer in Seattle and received nothing but praise and compliments from Mike Crewdson and his team for the excellent start-up, initial detailed cleaning and hard work to get the church up to high standards. They continue to receive compliments from the congregation and work hard to provide excellent service and uphold the OpenWorks standards. Keep on shining, Tuguldur!

FROM THE  MAIL BAG
OpenWorks®


My name is Nathalie Scharf and I am the Office Manager of the French Immersion School of Washington.

I am pleased to recommend the services of OpenWorks to you.

OpenWorks has been providing us with excellent, friendly service and has given us no cause for major complaints in the past four years. OpenWorks has always responded very quickly and professionally to our requests. It is very rare to find such high standards of sincerity, courtesy, and trust-worthiness in the world of business today.

I am very please with OpenWorks and highly recommend their janitorial services to you.

Sincerely,
Nathalie Scharf
Nathalie Scharf
OFFICE MANAGER



CALENDAR OF ADVANCED TRAINING
CLASSES

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, April 24th
Time 12:00pm – 2:00pm
Location Saguaro Conference Room
Lunch will be served.
Topic Running Your Business – Compliance Issues

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, April 23rd
Time 1:00pm-3:00pm
Location Conference Room
Topic Waxie Supply Booth and Auction

Achieve Their Dreams . . .

Franchise Referral Program

The program is very simple – just call the Regional Director 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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Please forward your comments, newsletter contributions, or suggestions to:

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FRANCHISEE SPOTLIGHT

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

Anatoliy Yevsyugov has been a franchise owner with OpenWorks since March of 2001. Anatoliy is a true asset to OpenWorks and the WA office is so happy to have him aboard due to the attention he gives to so many different customer special requests. Anatoliy is always fully staffed and ready and able to respond at a moment's notice. He is active with all of his accounts and his customers know to contact him when it is time to do those special tasks. Anatoliy is also quick to communicate with the account managers and staff at the OpenWorks office for support in his business ventures. Christina Arner recently sat down with Anatoliy and asked him the following questions:

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

"Customer relations is the number one thing that has helped me grow along with providing quality service to each account."



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

"I grew pretty aggressively at the start and it was about two years for me. Though, I am still learning everyday as new things happen in the field and with my business."

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

Be more aggressive with taking risks and try different services and offer extra types of services each time you are out, such as carpet cleaning and floor work. Let the customer know you can handle all their special requests when it comes to items like this. Most importantly would be ensuring you have a quick response time to anything a customer would need.



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.