

Opening Doors

Cash in on the Warm, Sunny Weather...

Winter is but a fleeting memory, the ice and snow have disappeared and the flowers are blooming. At home many of us are deeply embroiled in our "spring cleaning" routines; that thorough cleaning we usually do once a year to get rid of all the dust, soil and build-up that has collected over the winter months. Have you ever taken a moment to think about the buildings that you clean and the fact that they, too, would benefit from a detailed cleaning?! This is the perfect time of year to boost your profits by promoting those special "spring cleaning" tag job services that your company provides.

You may already "spot clean" the inside windows of the facilities that you service. However, during the winter months the outside of the building's windows will often accumulate build up from melting snow, dust, dirt and other debris. So, spring is a great time to offer both inside and outside window cleaning. Remember that many offices leave window screens on during the winter months, so these will also need to be cleaned. Keep in mind that an additional amount can be charged for the screen cleaning.

Those of you who live in areas of the country where the winter brings with it ice and snow then this is a great time to remind your customers that you offer carpet cleaning and spotting services. Throughout the winter snow, sand and ice will have been tracked and ground in to the carpets in the high traffic areas of the buildings that you clean. Hard floors may also have suffered and so be sure to offer stripping, waxing and refinishing services to your clients. Point out that shiny floors make a great first impression.

If it is not part of your regular routine to polish the hardwood tables found in many conference rooms and meeting areas this is a great time to point out to your customers that they are looking a little dull. In addition, if your clients have any upholstered couches or chairs now is the perfect time to offer upholstery cleaning services. The going rates are around \$5.00 for standard office chairs, and around \$7.00 per linear foot for fabric couches. If you multiply that by the number of chairs and couches in the office, that's quite a good profit!

Remember that your customers may not even be aware that you provide these special services and so be sure to mention them next time you meet or even put together a flyer and drop it off next time you perform the regularly scheduled service. If you need assistance pricing these services, please contact your account manager.

In This Issue

Cash In on the Warm
and Sunny Weather...

Franchisee of the
Month

First Works Training
Graduates

Training Calendar

Customer Service
"True Definition"

Vote in
Ranking Arizona

Franchisee Spotlight

Franchise Referral
Program



OpenWorks®

Give your facility the works®

Helping Our Franchisees

OpenWorks salutes Our Franchisee of the Month

Arizona

Jose Madrid –Jose has been with OpenWorks since 2000. Jose built his franchise on strong work ethic, consistency and attention to detail making him a go to person for all types of accounts. He can always be counted upon to step up when asked and gets many positive comments from the clients he services. Keep up the GREAT work Jose!

California

Griselda Arriaga –Griselda has been consistent with her customer retention due to the excellent customer service she has been providing. She is always quick to respond to any issues and very proactive in preventing them. Continue the FABULOUS efforts, Griselda!

Washington

Silvia Stoyanova– Silvia and her staff continue to be an example of true dedication and exemplary service to their customers as we continue to get rave reviews over the quality of their work. Silvia has now taken the next step with her business and is growing rapidly but still maintains hands on involvement in all of her accounts. This hands on technique has led her to obtain additional accounts with existing customers and her strong relationships with her customers has provided OpenWorks the opportunity to bid on multiple accounts. She is great with handling multiple start-ups but is still able to maintain superior service to all of her accounts. Keep growing, we need you!

“Don’t knock the weather. If it didn’t change once in a while, nine out of ten people couldn’t start a conversation.”

**Kim Hubbard
(1868-1930)**

American cartoonist, humorist and journalist.

“The sun lay like a friendly arm across her shoulder.”

**Marjorie Kinnan Rawlings
(1896-1953)**

American author who won Pulitzer in 1939 for writing “The Yearling”

“Rainbows apologize for angry skies.”

Sylvia Voirol

“Weather is a great metaphor for life – sometimes it’s good, sometimes it’s bad, and there’s nothing much you can do about it but carry an umbrella.”

Pepper Giardino



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

Washington
Bayaraa Baramsai
Jazmin Beccerril
Soursack Phanmeesai
Doby Strashilova

OpenWorks' Calendar of Advanced Training Classes

Washington:

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

Date: Thursday, June 26th
Time: 1:00-2:00pm
Location: Conference Room
Topic: *Bidding Special Services*

Achieve Their Dreams

Better Business Practice

The True Definition of Customer Service

By: Christina Arner, WA Regional Director

Definition:

Customer service is an organization's ability to supply their customers' wants and needs. Both customers and business managers like to talk about what good customer service is (and isn't), but I think this definition sums up what excellent customer service is beautifully: "excellent customer service (is) the ability of an organization to constantly and consistently exceed the customer's expectations." Accepting this definition means expanding our thinking about customer service; if we're going to consistently exceed customers' expectations, we have to recognize that every aspect of our business has an impact on customer service, not just those aspects of our business that involve face-to-face customer contact. Improving customer service involves making a commitment to learning what our customers' needs and wants are, and developing action plans that implement customer friendly processes.



We Need Your Help!

Who better to provide these tips 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@openworksweb.com or feel free to call Susan at 800-777-6736 ext. 141.



For those of you not familiar with **Ranking Arizona: The Best of Arizona Business**, this is an annual business opinion poll conducted by Az Business Magazine. The poll includes more than 4,000 businesses in more than 180 different business and leisure categories and voters log on to rank businesses based upon their opinions of quality of product, service, and people.

We hope you will support us in moving OpenWorks to the top of the list in 2007! To place your vote, please log on to the AZ Business Magazine website and follow the directions given.

*Even if you're in WA, CA or TX
you can Vote!*

- ❖ Go to www.azbusinessmagazine.com
- ❖ Find the Ranking Arizona link on the right side of the screen
- ❖ From the pull-down menu, select Business Services, click Next
- ❖ From the pull-down menu, select Maintenance / Janitorial Cos., click Next
- ❖ From the pull-down menu for 1st Choice, (you don't need to select 2nd & 3rd choices unless you would like to) select OpenWorks, type in your e-mail address, and click Vote!

Thanks for your vote of confidence.

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 sales **

-Regional Contacts-

Arizona:

Harold Cadiz

haroldc@openworkswb.com
(602) 224-0440 ext. 124

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®

FRANCHISEE SPOTLIGHT

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

Kate and George Kardashev have been franchisees in Washington since 2004 and have been steadily growing their business ever since. Kate says that some of their biggest accomplishments have been, "the additional responsibilities for Planned Parenthood and their new National account, Dow Jones." Christina spent the afternoon with Kate and asked her:



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

There are so many things; dedication, hard work, great planning and performance, always being there for the customer and for OpenWorks, communication and again – hard work. We know we are "on stage" at all times, our job is evaluated constantly. Also, being able to own the fault is critical, too.

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

Within the first 1-1 1/2 years we tried to prove we were hard workers and we like what we do – as well as make the customers trust us – then it was just a matter of time and availability of accounts.

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

Be proactive, respond to emergencies immediately, show respect to the client and to their needs, win the customer....

If you would like to be in the spotlight and have advice to share please contact Susan Abbott at susana@OpenWorksWeb.com or at 800-777-6736 ext. 141.