

Opening Doors

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open works
there is a difference

OpenWorks Starts New Region

Houston, Texas!



2009
started with a bang and is continuing to sizzle!

Orin, his wife and four children.

In April we welcomed Orin Johnson to the OpenWorks team. Orin is the Regional Director of our brand new region located in Houston, Texas, and he will be responsible for building our contacts and business in this area and will eventually start to welcome franchisees in this region.

Orin has an impressive Operations and Sales background. Prior to joining OpenWorks he held Management positions at ARAMARK Corporation and Coverall Cleaning Concepts. He has consistently exceeded his sales quotas and goals in previous positions as well as competently handling revenue growth and employee management. These skills will definitely help Orin achieve overall business strategy, business development, customer satisfaction, and success for the Houston region.

Prior to relocating to the Houston area Orin was in the Air Force Reserves. Originally from New York City, he and his family have been in the Hous-

ton area since 1995. He has been married to his beautiful bride since July of 1990 and they have four children, two boys and two girls who range in age from 7 to 20. Orin and his wife are proud that their eldest daughter is in college and their next eldest son is a high school senior and will soon follow in his sister's footsteps. All the kids are very active in sports and school activities. His biggest joy is spending time with his wonderful family; other interests include swimming, going to the beach, reading murder mysteries, and traveling. Orin's family are of Cuban descent and migrated to Jamaica and so he is also a Caribbean/Spanish history buff.

We are so excited that Orin has agreed to join us here at OpenWorks, and he is excited to get to know everyone and looks forward to meeting each and every one of you in the coming months! We also hope to be opening another new region soon and so keep an eye on this space!!

BETTER BUSINESS PRACTICE

Seek to Understand



One of the best tips I can give anyone new to the world of customer service is to "seek to understand." When you think of the phrase "seek to understand," you realize that it focuses on one person trying to understand something else or trying to learn about someone else.

When you think about poor customer service, you think about somebody taking a complaint personally. If you take the complaint personally, you're more focused on how this impacts you rather than seeking to understand how it impacts the other person. When you think of poor customer service, you think of an employee getting into an argument with a customer when it should be easy to avoid the argument. But it is difficult to get into an argument with another person if you are truly seeking to understand. Because seeking to understand focuses on learning from the other and rarely involves the negative emotions of anger or hostility.

When you think about poor customer service, you think about an employee who is impatient or seems rushed. But people who seek to understand are patient, they

try to learn about the other person and their situation. When you think about poor customer service, you think about the employee talking on their cell phone or who is ignoring the customer because of some personal conversation with a co-worker. But employees who seek to understand welcome opportunities to help customers with needs or issues, and they seek to understand what the specifics of those issues and needs are and how to address them.

When you think about poor customer service, you think about employees who do not understand their processes and who don't understand their services. Employees who seek to understand try to learn what the processes are like so they can work with the customers in the processes. They try to learn what their services are all about so that they can effectively convey that information to the customers.

If you want one great overriding thought to help guide you through your day in serving your customers, Seek to Understand.

Attributed to: Customer Service Solutions, Inc.

"How little do my countrymen know what precious blessings they are in possession of, and which no other people on earth enjoy!"

THOMAS JEFFERSON
(1743 – 1826)

3rd President of the United States 1801–1809, the principal author of the Declaration of Independence (1776), and one of the most influential Founding Fathers.

"Where liberty dwells, there is my country."

BENJAMIN FRANKLIN
(1706 – 1790)

One of the Founding Fathers of the United States of America, a leading author and printer, satirist, political theorist, politician, scientist, inventor, civic activist, statesman, and diplomat.

"There is nothing wrong with America that cannot be cured by what is right with America."

WILLIAM J. CLINTON
(1946 – present)

42nd President of the United States from 1993 to 2001.

"My patriotic heart beats red, white, and blue."

AUTHOR UNKNOWN

CALENDAR OF ADVANCED TRAINING

CLASSES

* Arizona OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date July 31st
Time 12:00pm – 2:00pm
Location Saguaro Conference Room.
Lunch will be served.
Topic Bidding Your Accounts

* Dallas, Texas OpenWorks

15455 N. Dallas Pkwy., Ste. 600
Addison, Texas 75001

FIRSTWORKS TRAINING CLASS

Date July 13th – July 17th

* Washington OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, July 23rd
Time 1:00pm-3:00pm
Location Conference Room
Topic New Equipment on site for purchase/
Supply Ordering/Uniform Ordering



Helping Our Franchisees

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Nohemy Cisneros – Nohemy Cisneros is one of our newer service providers (with us since December of '08) and has started in a big way. She was able to immediately take on a very difficult and prestigious account and make it a success. In a short time Nohemy has developed a great relationship with the facilities manager and has received extra work and increased revenue by offering additional services. When inspections are made on her accounts she receives compliments for her professional attitude and attention to detail. Nohemy has been called on short notice to clean new and existing buildings and her quick response time has made her a go to person. A referral from one of our most successful franchisees, Esaul Davlia, Nohemy's husband and business partner was a former employee of Mr. Davlia's. Nohemy and her husband have now accepted the challenges and rewards of becoming a business owner for themselves. Thanks Nohemy for your hard work, and Esaul for the referral!

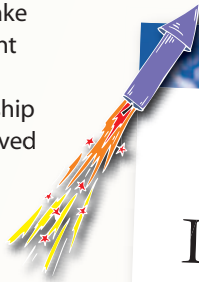
California

Adam Linares – Adam Linares has been reliable and dependable since the first day he joined OpenWorks. His eagerness to go the extra mile no matter what it takes to make the customer happy is admirable. Adam has the ability to start an account immediately if OpenWorks has a need. He recently assisted the LAX Marriott & Manhattan Beach Marriott achieve a 100% on the inspections conducted by their corporate office. Adam approaches concerns and issues like challenges, always trying to stay one step ahead of the customer and always keeping the lines of communication with OpenWorks staff open. We need more franchisees like Adam. Keep up the fantastic work, Adam!

Washington

Farhio Ahmed – Farhio is always available to take any account at any time no matter what the situation is. She is professional

and knows how to build relationships with her customers. She always has a can do attitude and if she does not know how to do something she presents a solution quickly and knows the importance of customer response time. Keep on shining, Farhio!



FROM THE  MAIL BAG

I wanted to take the time and opportunity to thank you for the great work your organization provides for St. Elizabeth's Health Center! Over the past five years of my tenure here as the Executive Director, I have been very pleased with the cleaning services provided. I really appreciate the commitment your staff has to helping us keep our medical and dental facilities amazingly clean.

As you know, the facilities at St. Elizabeth's range from the original structure to our most recent remodeling in 2000. Your team keeps our floors shiny, the bathrooms immaculate and maintains the cleanliness of our clinical exam rooms and procedure rooms. I continue to be pleased with the overall attitude of your staff. Not only do they identify areas needing special attention, but they are also gracious and helpful in addressing tasks that St. E's managers identify. In addition, you are consistently helpful and also help us keep 'an eye' on the needs of our facility.

I appreciate your oversight to the cleanliness and environment at St. Elizabeth's. As you know, not only do at least 300 patients come to St. E's daily, but many community members, organizations and government officials visit St. Elizabeth's Health Center. I continue to receive many positive comments about the cleanliness of our facility as well as the comforting and caring milieu. Thank you for your ongoing commitment to excellence in serving St. Elizabeth's Health Center.



Each Person Matters

Sincerely,

Nancy Johnson

NANCY J. JOHNSON, RN, PHD(C)
EXECUTIVE DIRECTOR

Achieve Their Dreams . . .


open
works
there is a difference

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:

Troy Hale

troyhale@openworkswb.com
602-224-0440 ext. 132

California

David Abdeen

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

Dallas, 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

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FRANCHISEE SPOTLIGHT



Who better to give you business advice than your peers? Grant Gifford, Regional Director in Dallas, TX, spoke with successful business owners in his region and asked them to share their best business practices with you.

Charles and Jackie Richmond

were the first Franchise owners in the Dallas/Ft. Worth market. They came aboard with us in October of 2007 and have proven to be a huge asset to the OpenWorks family. Not only do they have a zero term rate, but are one of the largest business owners in Dallas. They were both President Club Award winners this year and have referred

many other Franchise owners to the OpenWorks family. Charles and Jackie Richmond have proven themselves time and time again to be a strong and worthy asset to the OpenWorks Team. Grant Gifford recently sat down with Charles and Jackie and asked them to give us their take on their success with OpenWorks and if they had some tips for others following in their footsteps, this is what he had to say:

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

We believe our willingness to take on challenging accounts has been a plus for us. Those types of accounts force you to focus on the attention to details as well as how to determine the customers' needs without asking them.

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

Close to a year. There are a ton of situations that come up that you won't know how to handle until they happen.

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

We have three tips:

1. Pay attention to the details.
2. Always follow up with your customers.
3. Hire good employees and make sure they are trained to look at an account the same way you do.



FirstWorks™
TRAINING GRADUATES

Congratulations!

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

California Texas

Eric McCulloch
Jerome Rodgers
Lafaune Putman
Nick Randle

Washington

Ashree Kumar
Andy Tran