

**IFA**  
INTERNATIONAL FRANCHISE ASSOCIATION

**Franchising**  
Building local businesses,  
one opportunity at a time.

**50 YEARS**  
1960-2010

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## Driving Same Store Sales Panel Discussion

Dawn Kane  
Ashley Haigler  
Roberta Wiersma  
John Boyens

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## Franchising Success Formula

- Franchise Systems keys to success include:
  - Franchisee satisfaction
  - Franchisee/Franchisor alignment relative to established processes, procedures and policies
  - An active referral system
- Research shows that Franchisors can only make money in one of three ways:
  - Sell more Franchises
  - Charge more for each Franchise they sell
  - Help drive sales/revenue at the unit-level
- During this panel discussion we're going to focus exclusively on driving sales/revenue at the unit-level

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## Customer Retention Success Formula

Employee Satisfaction = Customer Satisfaction

Customer Satisfaction = Customer Retention

Customer Retention = Recurring Revenue

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## Local Area Marketing

- Canvassing/Prospecting
- Networking
- Charities/Fundraisers
- Trade Shows
- Signage/Banners
- In-Store Promotions/Drawings
- Flyers/Coupons
- Wrapped Vehicles
- Chambers/Industry events
- Newspaper inserts
- Magazine advertising
- Local Radio/Cable TV
- Internet/SEO
- ADVO
- Val Pak
- Money Mailer
- Shoppers
- Yellow Pages
- Working with "Connectors"

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## Wrapped Vehicles



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## Customer Thank You



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## Holiday Card



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## Anniversary Card



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## Profile your Best Clients

- What does your "best" Retail/Consumer client look like?
  - Zip Code/Subdivision
  - Size of family
  - Household income
  - Why did they Buy? What did they Buy? Who Bought?
- What does your "best" B2B client look like?
  - Zip Code/Geography
  - Industry/SIC Code
  - Annualized Revenue
  - Number of Employees
  - Why did they Buy? What did they Buy? Who Bought?

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## Generate Referrals

- Ask for a referral when the prospect says, "yes"
- Ask for a referral when the prospect says, "no"
- Ask for a referral when you satisfactorily resolve a problem
- Attend:
  - Chamber events
  - Home/Trade shows
  - Networking meetings
  - Community events
- Volunteer in the community
- Serve on a Board
- Become an "Ambassador"

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## Cartridge World's Introductory Letter template

Backed with over 15 years industry experience Cartridge World (insert store name) has offered local businesses a convenient One Stop Shop for all of their ink and toner needs.

We help businesses save money and protect the environment while having the convenience of local sales and service. We are committed to ensuring that our customers receive the very best in service and that our products fulfill their expectations. That's why we offer a 100% customer satisfaction guarantee!

In addition Cartridge World (insert store name) offers:

- Free pick and delivery for qualified businesses
- Friendly, knowledgeable in store service
- Customer loyalty programs

Our premium ink and toners, backed by our service and expertise, means the only difference you'll see in switching from your current vendor is lower prices and superior service.

We will contact you via phone within the next week to follow-up on this letter. In the mean time, should you have any questions please contact (insert name) at (insert phone number and email address) or visit our store location at (insert address).

Thank you for your consideration. We look forward to servicing your ink and toner needs!

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## FASTSIGNS' Referral email template

Subject line: Thank you for your business!

The purpose of this email is to thank you for your business in the past and to let you know that we want to continue to "earn" your business every day!

As a matter of fact, we have doubled the size of our production facility and showroom in Antioch, Tennessee added more state-of-the-art equipment and hired additional people all in an effort to meet our client's ever changing needs.

Just to let you know, we are looking to grow our business and would be honored if you would introduce us to anyone in your personal or professional network that might be a candidate for our services. As a token of our appreciation, once your referral places their initial order with us we will give a hundred (\$100) dollars credit towards your next order.

Wishing you continued success,

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## Oreck's "We Want you Back" email template

Subject line: We Want you Back!

My name is John Jones and we haven't had the pleasure of meeting one another. I came across your name while reviewing files of former Oreck New Jersey customers that haven't purchased from us over the past twelve months.

The purpose of this email is to thank you for your business in the past and to let you know that we would like to "earn" your business once again!

I would be honored if you'd agree to meet with me so that I can introduce you to some of our new and in some cases exclusive products, including air purifiers, heaters and products to protect your bedding.

We thank you in advance for your consideration and look forward to reconnecting with you in the very near future!

Wishing you all the best,

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## Panelist Contact Information

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– (612) 746-8414; [dkane@hotdishad.com](mailto:dkane@hotdishad.com)
- Ashley Haigler; Franchise Relations Manager; Oreck  
– (615) 316-5875; [ahaigler@oreck.com](mailto:ahaigler@oreck.com)
- Roberta Wiersma; Director of Training; Cartridge World NA  
– (510) 985-5580; [rwiersma@cartridgeworld.com](mailto:rwiersma@cartridgeworld.com)
- John Boyens; President; Boyens Group Inc.  
– (615) 776-1257; [john@boyens.com](mailto:john@boyens.com)

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