

1-800
DRYCARPET™
Authentic DRY ORGANIC Carpet Cleaning

THE POWER OF DRY®

July 2006

Newsletter



NEXT LEVEL

New Heights

corporate designed
& approved print marketing tools



GREG WITH NICHOLE
(DESIGNER OF CORPORATE, PRINT MARKETING TOOLS)

We are pleased to announce the official launch of a new program designed to bring our official Corporate marketing print tools direct to the you, the Franchisee at prices that we believe constitute the best overall value in the marketplace today. Order, print and/or mail business cards, flyers, door hangers, post cards, etc. You can personalize many of these templates right on the Web Site.

We have selected Direct Print Communications (DPC) as our printing partner. Direct Print Communications comes to us highly recommended, and has an established track record with organizations such as The Leukemia & Lymphoma Society, The Orange County Register and Southwestern College of Law. In short order we will have a link at FranAdmin that will connect you to the Direct Print Communications web site. But for now, please access their web site at the following address www.dpcprint.com.

DPC has set up an exclusive account for each Franchisee that is password protected. After you have logged onto your account, you will be able to track all of your Franchise print orders in real time. Additionally, you will be provided with detailed shipping information, including UPS job tracking numbers for all orders. Each Franchisee will be able to access their Order History, store files of "Saved Projects", and much more.

Once on the DPC Web Site you will be very pleased with the ease of use. One of the primary reasons we selected DPC, is the functionality of the Web Site itself. Plus, DPC's expert staff will be there to assist you every step of the way, Monday – Friday, 8:00 a.m. – 5:00 p.m. Pacific Standard Time by calling 1-866-588-7360.

Please do not hesitate to call for assistance; especially when placing your first order.

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TIP

Some of our best marketing/image ideas have come from the franchisees. I'm here to listen. I'm here to create. Send your print related marketing ideas to Kyle Jelinek. – Nichole Hill, Graphics

ASK THE

EXPERTS

by Kyle Jelinec



KYLE JELINEK WITH HIS SON KOLE

While there are many opinions on how to grow your customer base, one thing that we can all agree on is that people need to know about 1-800 DRYCARPET. And, once they do – watch out. There’s a reason why we have one of the highest customer retention rates in the industry. You’ve probably heard several of your customers say that they won’t use anyone else but 1-800 DRYCARPET. Customer referrals (word of mouth) is our second most popular source of new business. And, it’s easy for your customers to tell their friends about us – our name is our

number – our number is our name. Strive to connect eye-to-eye with your customers. If you don’t work *in your business* then make absolutely sure that you are working *on your business* by calling your customers at the end of each day – each and every day.

CUSTOMERS NEED TO BE TOUCHED (Every Time - The Same Way)

Whether you work *in your business* – *on your business* – or both, you are calling your customers at the end of each day and saying “Thank You”. Why are you doing this? While the answer to this question may vary from business owner to business owner, our business system suggests that this be done by rote and by script:

“Hi, my name is _____, I’m the owner of 1-800 DRYCARPET (Customer’s City) and I’m calling to say:

- a. “Thank You”
- b. “And, to make sure that you are happy”.
- c. Don’t say anything other than “A & B”.

Why does a business system suggest that its participants follow specific systematic steps? Isn’t this impersonal Lordship and exuding too much control over people? Well, the answer might surprise you. According to the IFA (International Franchise Association) the practice of scripting communiqués with customers, actually creates a “game” for the participants and a “predictable experience” for the customer. For example, McDonalds® food products are not that great. Let’s face it you and I make a better burger in our backyards. But, one of the reason McDonalds has served “Billions and Billions” is because (according to the IFA and physiologists) the human psyche enjoys predictable experiences. When we say “Thank You” to our customers (and we don’t ask for something in return) we are telling our customer something much much more. We are saying; “Thank You” PLUS you can expect that we will say “Thank You to those that you refer to us also”.



GREG WITH HIS SON CONNOR

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TIP

When you as a business owner say “Thank You” you are also saying non-verbally; “Hey, I promise to treat your friends, relatives and neighbors *the same exact way.*” – Greg Cantrell, President

AN EXCERPT FROM
ROY WILLIAMS

Monday Morning Memo

VALUE – People don't trade money for things when they value their money more highly than they value the things. No trade will be made unless they want the thing more than they want their money. This is why things-with-stories sell faster than things-without-stories. How much faster depends on the story.

Notice that I didn't say things-with-stories necessarily sell for more money, I said they sell faster. Stories, like refurbishments and repairs, can increase the salability of an item without increasing its actual value. Ask anyone who has ever sold a home or a car. All that repainting, repair and clean-up didn't raise the price as much as it made the home or car more salable. Likewise, stories increase salability more often than they increase the value or the price.

The value of an item – in the mind of a consumer – is simply the difference between the anticipated price and the price on the tag. When the anticipated price is higher than the price tag, it's a "good value." When the anticipated price is lower than the price tag, it's a bad value. Good stories raise the anticipated price. Finding the untold story is the goal of a process we call the Uncovery.

SALABILITY – The salability of an item can often be improved while the value itself remains unchanged. A good story often increases the salability of an item without increasing its actual value. NOTE: The fact that an item is selling briskly doesn't always mean that you can increase its price. And the fact that an item isn't selling well can't always be cured by lowering its price. Sometimes the secret to increasing the sales volume of an item is to tell a better story about it. Sometimes the secret is to advertise and be patient. Do both and you can take over the world.

Call CENTER

PURE GENIUS



BY TIM COY,
DIRECTOR OF OPERATIONS
GREENWOOD & HALL

It's been said by 1-800 DRYCARPET consultants that "the call center is pure genius". The fact that 1-800 DRYCARPET's brand-name is the phone number has done wonders for our successful growth in that the callers never have to search for the phone number. They can easily refer it to their friends and family. I know that our entire organization from our phone agents like Daniela, Mohammed, Chelsea and more to our CEO Mr. John Hall (who is a 1-800 DRYCARPET customer by the way) are excited to see the continued growth that results from customers that are pleasantly surprised and refreshed to see that there is finally an alternative to the older methods. Complete customer satisfaction is our goal and it is easily attained with this innovative service.

continued
next page



HIGH TOWER INSURANCE SERVICES, INC.

714 665-9800 Phone • 714 665-9801 Fax

We assist franchisees with all their commercial insurance needs. We are available to answer questions and to support you as you grow your business and managing your insurance risks. Please feel free to contact us any time toll free 1-888 Tower-67 (1-888-869-3767).

It has been a pleasure to have handled all of 1-800 DRYCARPET Systems insurance needs from the very beginning and we look forward to a great continued relationship.

– Aaron Seltzer, President

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TIP

From a scripting point of view it's important that we all follow procedure. Scripting guarantees customer satisfaction (at the call center level), consistency, continuity, confidence and security.

It's all about the brand, It's all about the System. If we all say the same thing - We're Stronger.

– Debbie Stephens, Call Center

Call CENTER

PURE GENIUS
continued

I've been working closely with Debbie Stephens & Christian Kingery to fine tune our customer experience with the call center. Debbie Stephens has brought a vast amount of knowledge to the organization in the way of branding, telecommunication skill and script flow. I have also worked with Christian Kingery to integrate DRYCARPET Central Software with Debbie Stephens' scripting to allow phone agents to maneuver through the data screens that also display scripting for the agents to use during the conversation.

Our team has had the luxury of experiencing the techniques used by DRYCARPET right here at the caller center! This really allows them to effectively relay the convenience of the cleaning process and the amazing results.

CALL CENTER Opening Communications

BY DEBBIE STEPHANS

Every passing month brings greater improvements to our processes at the Call Center. I have implemented new scripts for our most common inbound calls which will ensure that our agents are branding and bringing consistency to each call. I have also added some new navigational tools to DryCarpet Central which assists the agents with the general flow of each call. Our appointment success rate is trending at 60% to 70% of all inbound calls.

I am in dialog with the Franchisees and have heard their concerns and ideas and will launch their suggestions August 1st. Opening the communication lines between the Call Center and the Franchisees is a positive direction and we need to continue going forward with new ideas... A win-win for all.

As it's been said before, "having a Call Center assist with our appointments is an act of genius." Our president, Greg had the foresight to see a monumental cost-saving idea that continues to this day to be the best option for 1-800-DRYCARPET.



by Christian Kingery



by Fran Mullen, Operations



CHRISTIAN AND HIS WIFE ELIZABETH

DRYCARPETCentral™ Software

is continuing to expand its feature list over the summer and new schedule administration features have been added to the admin section and new area administration tools are soon to be implemented. These area administration tools are built to allow Franchisees and Corporate a more detailed view at who is able to service certain zip codes and a clearer view by franchise as to which zip codes are “green”, “yellow”, or “red”. We are also working on granting franchisees the ability to view and sort areas under different criteria such as: area color, county, city, etc. Most of these upgrades are expected to be delivered by the end of Summer 2006.



FRAN MULLEN

Greg Cantrell has asked me to assist 1-800-DRYCARPET® with business planning, operations, franchise sales and franchise relations. This is truly an exciting time to be working with this amazing organization.

I am currently the president of the Franchise Gurus, L.L.C., a consulting company specializing in helping franchise companies achieve their objectives. I also hold the position of Senior Vice President, CFO and Controller for Cheryl Mullin & Associates, P.C., a law firm specializing in franchise, corporate and trademark law. In short, I am not an attorney but I am married to one so I understand how to deal with attorneys.

I previously spent 20 years with 7-Eleven, the largest franchise convenience retailer in the world, before joining Cheryl Mullin & Associates and starting Franchise Gurus. At 7-Eleven I held several positions, working closely with operations and merchandising for franchise stores. I fully subscribe to the concept that a solid franchise system provides a win-win situation for franchisees and the franchisor alike.

1-800-DRYCARPET has all of the hallmarks of a good business model. It has the proprietary rights to a unique product and system. That system delivers environmentally safe, home and commercial carpet cleaning that requires no drying time. It also has the infrastructure to take customer calls, schedule appointments, track appointments and monitor customer satisfaction. Much of this is in “real time” and visible at <https://drycarpetcentral.com/FranAdmin>. Very few franchise systems start with such a strong operations and marketing system already in place.

I look forward to working with the franchise community to build on this platform and create more opportunity for both the franchisees and the company. I am based in Dallas and can be reached at 972-931-0022 X1 or via e-mail at fran.mullin@cmullin.com.

EXCEEDING
EXPECTATIONS

Customer say it best

Boise, ID

The two gentlemen that came to our home were such a pleasure to be around. The first thing Don said when he walked in the door was, "We're going to make your carpets look new." They listened closely to what I wanted to have cleaned, and worked very hard on the carpet. I was thrilled that they used a Kirby to vacuum! Every room looks so clean now, and we know there's no poisonous chemicals lurking. I've been referring people to them and will be sure to call them back next time. Boise, ID 6-20-2006 9:22 PM

Dallas, TX

I recently purchased my first home and had the carpets cleaned. I didn't realize just how dirty they were! After cleaning, new (and irremovable) stains appeared that, due to the dirt, weren't immediately noticeable. Also, the carpet was so soft that it left footprints when walked on! Steam cleaning NEVER did that! I am customer for life. Thanks so much. Fort Worth, TX 6-16-2006 9:33 AM

Wichita, KS

We have used many different cleaners in the past, and I have always been a bit wary of the gentlemen entering my home, and not always satisfied with the job done. However, this system is AMAZING. The job was completed beautifully, Todd Devereaux was very kind and excellent and explaining the process (he even let my daughter "help") and we will definitely become a regular customer. I am so glad to see an organic, DRY, alternative out there, especially coming originally from MA where humidity was a very large issue. Thank you, thank you!!! Wichita, KS 7-10-2006 3:01 AM

Southern California, Los Angeles

I was really happy to find this company on-line. I have serious allergies (to my cat, in part. But I can't get rid of him!!!) So I needed something that would do a great job cleaning but be safe for the two of us. They were great about calling to let me know their ETA and worked very quickly. I was stunned by how nice the carpet looked and smelled. Recently I dumped a bowl of raspberries on the carpet, and raced to my cleaning kit. The stain accelerator immediately dissolved the red - it disappeared before my eyes! After vacuuming, there was no sign of anything spilling! It was amazing. I'm hooked! I want to buy this for everyone I know. Los Angeles, CA 7-10-2006 8:15 PM

Southern California, Orange County

*I was lusting after my neighbor's brand new carpet and looking at mine...really old, horribly unattractive, and soiled beyond
□
and Carlos took such pride in their work as they meticulously cleaned my carpet. I am utterly thrilled with my "brand new" old carpet and I am in 7th heaven enjoying its beauty! Thank you so much.* Orange County, CA 7-20-2006 11:10 AM

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The Original DRY ORGANIC™ Company

Discovery Day

Saturday, August 5, 2006 - ([MORE](#))

 **Radio Interview [Length: 30 minutes]**