



**S** Schooley  
**M** Mitchell  
**A** Attracts  
**R** Referrals &  
**R** Renewals by building  
**T** Trust

## Turbo Version For New Franchisees

### Elements

1. Telemarketing Service for a full 20 weeks in the first year of operation
2. Client SMARRT System (Details below – 14 steps)
3. SMARRT System for Vendors & Networking Contacts (Details Below – 3 steps)
4. Free Head Office Production - Telecom, Merchant Services, Shipping and Waste production for the first year of operation, to a maximum of \$5,000

We know that new Franchisees want to ramp up their new Schooley Mitchell business as quickly as possible. We also know that new Franchisees want every tool available to them to increase their profits and enhance their successes. As a result, we have designed a program to supercharge first-year results for new Franchisees.

## ELEMENT #1

The first element of the program is that we will execute telemarketing calling for you throughout your entire first year. Our experienced callers will do 20 full weeks of calling and setting appointments with prospective clients on your behalf, spread throughout your first 12 months in the business!

## ELEMENT #2

In addition, one of the great things we know and teach at Schooley Mitchell is that the more value you provide your clients — what we call Distinctive Value — the more likely they are to refer to you. Distinctive Value is defined as things that the client would find valuable over and above what we provide to them through our regular services.

Even better, when you provide this additional value, they will make introductions for you in a collaborative manner, which are even more beneficial than referrals. In addition, when you provide Distinctive Value, your client is also more likely to renew with you at the end of the Service Agreement term, which has perpetual and exponential value for you.

We have a completely structured step-by-step system to provide this Distinctive Value to our clients. The value and payback are indisputable.

The difficulty for an individual Franchisee is sometimes in the execution of the system. Even though the importance and value of the system is evident, oftentimes other daily activities get in the way and take precedence, and then execution of this system gets delayed or ignored.

But we also know that execution is king!

As a result, we have instituted a program at Head Office where our staff will execute the steps of the program on your behalf. Yes, we will execute the steps of the program for you – for your clients.

There are 14 steps in the client program, with the first three being sent roughly once per month, and the remaining steps being sent once every other month. Each one will provide value to your client — and increased referrals and introductions for you. We will execute the appropriate steps over the first two years of your relationship with your client beginning with the signed Service Agreement. We will do it for you for each client you obtain in your entire first year. It will appear to your client that you are doing this directly for them even though it will be us doing it on your behalf.

In other words, we will begin depositing into the 'relationship bank account' on your behalf even before you complete your work for the client or present your Value Report to them.

The steps will include things like promoting your client on our website, promoting them on social media, writing a feature story about them, and sending them items such as a book and chocolates.

We will execute each of these steps on your behalf and your client will think it will all be coming directly from you. You will be copied each time so you know when the individual touches are made on your behalf.

We have developed this new system to significantly help you:

- 1) Increase implementations with your clients
- 2) Increase referrals – and introductions from your clients
- 3) Increase renewals of your Service Agreements

## ELEMENT #3

We also understand that adding value to your vendors, Chamber of Commerce members, and other networking contacts will create significant benefits for you as well. The more people like you, the more value they will provide to you. The more benefit you provide to them, the more value they will want to provide back — especially if the benefit you provide is unsolicited. That's when the law of reciprocity kicks in for you. Again, we will execute this part of the program as detailed in the summary below. You just have to give us the names of the people and businesses you want to help.

- i. Post website logo and link to Franchisee Splash Page and send link to contact – SEO value to them
- ii. Write promo message and post to Franchisee social media and send links to contact
- iii. Write testimonial letter and provide written and electronic copy to contact (if a testimonial is not appropriate for certain contacts it may be a letter of support for a charity they support or a letter related to an award they received etc.)

## ELEMENT #4

The final part of the program is that you will receive free Head Office production for your first year in business, to a maximum of \$5,000. This includes production services for telecom, merchant services, small package shipping and waste. Concentrate on the growth of your business while we take care of the backend for you, allowing you to get to cashflow as quickly as possible.

The cost of the program is \$30,000. That includes the cost of the telemarketing, the production services, the book, thumb drive, content, Schooley Mitchell chocolates, and everything else. We are very confident that this program will generate significant benefits for your Franchise.

We believe that the benefits will far outweigh the costs, and your Franchise will be provided with the tools to ramp up your business as quickly as possible.

