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# FRANCHISE NEWSLETTER

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**100+ FRANCHISES!  
AND GROWING...**

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## INDUSTRY NEWS UPDATE FROM OUR PRESIDENT, JEFFREY KERR

GOOD NEWS FROM SOCIAL SECURITY PLUS POSITIVE TRENDS:

### USA TODAY REPORTS:

#### **SOCIAL SECURITY CHECKS NOW OFFER DEBIT CARD OPTION**

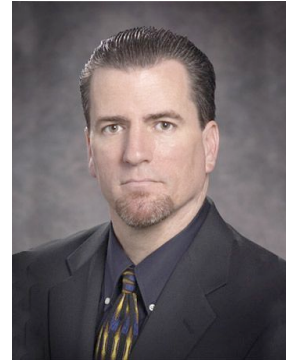
**"A NEW DEBIT CARD BEING OFFERED BY THE TREASURY DEPARTMENT GIVES NEARLY 4 MILLION RECIPIENTS WHO HAVE NO BANK ACCOUNTS AN ALTERNATIVE TO PAPER CHECKS THAT THEY MUST CASH. THE NEW DEBIT CARD, ISSUED BY COMERICA BANK, WAS QUIETLY MARKETED TO NEARLY 3.5 MILLION RECIPIENTS OF SOCIAL SECURITY AND SUPPLEMENTAL SECURITY INCOME THIS SPRING." THAT BRINGS 4 MILLION MORE CUSTOMERS INTO THE MARKET!**

### FIRST DATA'S STAR NETWORK SPONSORED STUDY REPORTS:

"FIRST DATA CORP. HAS RELEASED ITS 2007/2008 CONSUMER PAYMENT USAGE AND SEGMENTATION STUDY, A RESEARCH STUDY BASED ON DATA COLLECTED IN A NATIONAL

SURVEY. THE STUDY'S FINDINGS INDICATE THAT:

- ATM/DEBIT CARD PENETRATION REBOUNDED IN 2007 (UP TO 82 PERCENT), WITH GAINS ACROSS ALL AGE AND INCOME GROUPS.
- AMONG CONSUMERS AGES 18-42, PENETRATION IS ALMOST UNIVERSAL, AT 90 PERCENT OWNERSHIP OF ATM/DEBIT CARDS."



## NEW MEMBERS JOIN THE ACFN FAMILY!

### **JENNIFER DELAROCHA, NATIONAL ACCOUNTS MANAGER**



I AM SO EXCITED TO BE JOINING THE ACFN TEAM! IN TAKING OVER THE RESPONSIBILITIES OF OUR FORMER NATIONAL ACCOUNTS COORDINATOR, NIKKI POPE, I LOOK FORWARD TO GETTING TO KNOW ALL OF THE ACFN FRANCHISE OWNERS, DEVELOPING SUCCESSFUL RELATIONSHIPS AND ENSURING THAT ACFN CONTINUES TO PROVIDE AN UNPARALLELED LEVEL OF CUSTOMER SERVICE, BOTH TO OUR ATM LOCATIONS AND FRANCHISEES. I WILL BE ASSISTING ROBERT HARRIS AND KRISTEN CICERO WITH MARKET RESEARCH, COORDINATING ORDERS AND ENSURING SPEEDY INSTALLATIONS OF ALL FRANCHISEE ATMS. PLEASE DON'T HESITATE TO CONTACT ME VIA TELEPHONE OR E-MAIL TO ASK A QUESTION, CHECK ON THE STATUS OF AN ORDER, OR JUST INTRODUCE YOURSELF! MY BIGGEST GOAL IS TO HELP EVERYONE ACHIEVE THE SUCCESS THEY DESIRE, IN THE CORPORATE OFFICE AND OUT IN THE INDIVIDUAL FRANCHISE TERRITORIES. IF THERE IS

ANYTHING I CAN DO TO HELP YOU IN THE FUTURE, YOU KNOW WHO TO CALL! *JENNIFER CAN BE REACHED AT EXT. 5124.*

### **ROBERT FELIX, REGIONAL ACCOUNTS MANAGER**

I CAME TO ACFN IN MAY 2008 WITH ONE GOAL – TO BE SUCCESSFUL. I AM EAGER TO LEARN EVERYTHING QUICKLY AND REACH SALES GOALS, ENSURING SUCCESS FOR ALL FRANCHISE OWNERS AND MYSELF. COMING FROM THE MORTGAGE/REAL ESTATE INDUSTRY, I HAVE FOUND MANY DIFFERENCES AT ACFN, BUT ONE MAJOR SIMILARITY – EXCELLENT CUSTOMER SERVICE IS ALWAYS A PRIORITY. I ENJOY HELPING PEOPLE AND CREATING RELATIONSHIPS, AND LOOK FORWARD TO HELPING EVERY FRANCHISE GROW AND ACHIEVE THEIR DESIRED SUCCESS. I SEE A PROSPEROUS FUTURE FOR MYSELF AT ACFN, AND LOOK FORWARD TO GROWING WITH THE COMPANY. IN TIME, I HOPE TO BECOME A DEPENDABLE, RELIABLE AND KNOWLEDGEABLE REPRESENTATIVE WHO CAN BE COUNTED ON FOR A JOB WELL DONE. I LOOK FORWARD TO GETTING TO KNOW THE ACFN FRANCHISE OWNERS BETTER, CREATING PROSPEROUS WORKING RELATIONSHIPS BASED ON A COMMON GOAL – SUCCESS. *ROBERT CAN BE REACHED AT EXT. 5128.*



### **ANDREW FITTRO, SYSTEMS ADMINISTRATOR**



AS ACFN'S SYSTEMS ADMINISTRATOR, I AM IN CHARGE OF KEEPING THE CORPORATE OFFICE'S COMPUTER NETWORKS RUNNING SMOOTHLY. I PROVIDE SUPPORT FOR ALL BUSINESS-CRITICAL APPLICATIONS USED BY ACFN'S ON- AND OFF-SITE STAFF, INCLUDING SERVERS, DATABASES AND SOFTWARE. IN ADDITION, I ADVISE JEFF AND AVI WITH REGARDS TO SOFTWARE AND HARDWARE PURCHASES, GENERAL DIRECTION AND USE OF ALL TECHNOLOGY. ONE OF ACFN'S MOST IMPORTANT GOALS IS TO BE A LEADER IN CUSTOMER SERVICE AND FRANCHISE SUPPORT, AND TECHNICAL OPERATIONS ENSURE SPEEDY ASSISTANCE IN ALL ASPECTS OF ACFN'S WORK. I LOOK FORWARD TO HELPING ACFN STAY IN STRIDE WITH ADVANCING TECHNOLOGIES AND PROVIDING GREATER SUPPORT TO ITS STAFF, FRANCHISEES AND CLIENTS.

**ACFN  
FRANCHISED,  
INC.**

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www.ACFNFRANCHISED.COM

## DROPPING LEADS: THE ONES THAT GOT AWAY

BY ROBERT HARRIS

ACFN ANALYZED OVER 600 LEADS THAT WERE SENT TO FRANCHISEES AND WHICH WERE NOT DROPPED IN A THREE MONTH PERIOD. ACFN FOUND ROUGHLY 5% OF THOSE LEADS HAD ACQUIRED ATM SERVICES FROM ANOTHER ATM PROVIDER. THAT'S OVER 30 PLACEMENT OPPORTUNITIES THAT WERE LOST DUE TO MARKETING BROCHURES NOT BEING DROPPED OFF BY THE FRANCHISEE.

GENERATING LEADS AND SUBSEQUENTLY QUALIFYING THOSE LEADS CAN QUICKLY DETERMINE THE SALES SUCCESS FOR MANY INDEPENDENT SALES ORGANIZATIONS. THIS BEING THE CASE WHERE YOU FIND YOUR LEADS AND HOW YOU QUALIFY THEM QUICKLY BECOMES A MAJOR FACTOR IN YOUR RETURN ON INVESTMENT. BECAUSE OF THIS ACFN SPENDS HUNDREDS OF EMPLOYEE HOURS GENERATING LEADS. THIS IS THEN FOLLOWED UP BY TENS OF THOUSANDS OF PHONE CALLS TO QUALIFY HUNDREDS OF POTENTIAL LEADS. KEEP THIS IN MIND: THOSE LEADS COULD ULTIMATELY INCREASE YOUR REVENUE BY HUNDREDS IF NOT THOUSANDS OF DOLLARS EVERY MONTH.

THE LAST STEP IN THE LEAD QUALIFICATION PROCESS IS BY FAR THE MOST IMPORTANT. THIS IS WHERE YOU AS A FRANCHISE OWNER CAN BE DIRECTLY INVOLVED IN GROWING YOUR BUSINESS. THAT LAST STEP IN THE QUALIFICATION PROCESS IS: **DROPPING OFF MARKETING BROCHURES AT THE LEADS YOU HAVE RECEIVED FROM ACFN CORPORATE AND DOING SO AS SOON AS POSSIBLE (WITHIN 30 DAYS).**

I WANT TO EMPHASIZE THIS LAST STATEMENT, THE LAST STAGE IN THE LEAD QUALIFICATION PROCESS IS YOU DROPPING OFF A MARKETING BROCHURE AT THE LOCATION AND PROVIDING ACFN CORPORATE WITH YOUR THOUGHTS AND/OR OPINIONS ON ATM PLACEMENT AT THAT LOCATION. YOU ARE THE EYES AND EARS FOR ACFN IN YOUR AREA, AND THE INFORMATION YOU PROVIDE HELPS ACHIEVE THE FOLLOWING: (1) FINAL QUALIFICATION OF THE LEAD. IF YOU LIKE THE LOCATION, DROP OFF THE MARKETING BROCHURE, NOTIFY ACFN AND A REGIONAL ACCOUNT MANAGER BEGINS WORKING ON IT; (2) THE NOTES YOU PROVIDE CAN HELP A REGIONAL ACCOUNT MANAGER ADDRESS POTENTIAL OBJECTIONS ON THE FIRST PHONE CALL; AND (3) YOU BUILD A LEADS PIPELINE/DATABASE FOR YOUR TERRITORY.

DROPPING LEADS IS VITAL TO YOUR SUCCESS. ACFN DOES NOT WORK ON ANY LEADS UNTIL A MARKETING BROCHURE IS DROPPED OFF AND THE LOCATION IS APPROVED BY YOU THE FRANCHISEE.

*WHAT DOES THIS MEAN FOR YOU?*

IF YOU ARE NOT ACTIVELY DROPPING OFF MARKETING BROCHURES AT THE LOCATIONS ACFN SENDS TO YOU, THEN YOUR BUSINESS SUFFERS AND YOUR SUCCESS IS LIMITED.

*WHY IS YOUR TERRITORY SUFFERING AND YOUR SUCCESS BEING LIMITED?*

THE LACK OF DROPS IN YOUR TERRITORY CREATES A SITUATION WHERE YOUR LEADS PIPELINE IS SHRINKING. THIS MEANS ACFN REGIONAL ACCOUNT MANAGERS HAVE FEWER ACTIVE LEADS TO WORK ON AND SUBSEQUENTLY FEWER PLACEMENT OPPORTUNITIES WILL CLOSE IN YOUR AREA. IT'S A NUMBERS GAME LADIES AND GENTLEMAN; MORE LEADS IN YOUR PIPELINE

MEANS MORE PHONE CONTACTS MADE IN YOUR TERRITORY RESULTING IN MORE PLACEMENT OPPORTUNITIES FOR YOUR FRANCHISE!

*HOW CAN YOU HELP ACHIEVE MAXIMUM RESULTS IN YOUR TERRITORY?*

\*DROP OFF A MINIMUM OF 20 QUALIFIED LEADS A MONTH. THIS IS ONLY 5 LEADS A WEEK!

\*SEND ACFN CORPORATE ANY LOCAL PUBLICATIONS THAT WILL PROVIDE INFORMATION ON LOCAL BARS, RESTAURANTS, NIGHTCLUBS, AND OTHER ENTERTAINMENT VENUES.

\*ADVISE ACFN IMMEDIATELY OF ANY NEW CONSTRUCTION OR GRAND OPENINGS FOR QUALIFIED BUSINESS IN YOUR AREA.

THE ABOVE WILL HELP GENERATE BETTER QUALITY AND QUANTITY OF LEADS IN YOUR TERRITORY.

LEAD GENERATION, QUALIFICATION AND DROPPING THE MARKETING BROCHURE ARE KEY COMPONENTS TO THE SUCCESS OF EACH FRANCHISE AND ACFN AS A WHOLE. NOT ONLY ARE DROPPING LEADS KEY COMPONENTS TO YOUR SUCCESS, DROPPING LEADS CAN RESULT IN AN INCREASE IN YOUR REVENUE BY HUNDREDS IF NOT THOUSANDS OF DOLLARS EVERY MONTH. SO IF THE BENEFITS ARE TWOFOLD, WHY THEN DOES ACFN HAVE OVER 750 LEADS ALREADY GENERATED STILL WAITING TO BE DROPPED? I FIND IT OF THE UTMOST IMPORTANCE TO STRESS INVOLVEMENT IN YOUR ACFN FRANCHISE BUSINESS. WITH SUMMER RIGHT AROUND THE CORNER THERE'S NO TIME LIKE THE PRESENT TO DROP MARKETING BROCHURES AT PROSPECTIVE LOCATIONS AND INCREASE YOUR INCOME. REMEMBER, ACFN CAN GET YOU HALF WAY THERE, BUT MAXIMUM RESULTS CAN ONLY BE ACHIEVED IF YOU'RE WILLING TO MEET US HALF WAY. SO LET'S MAKE THIS ACFN'S SIZZLING HOT SUMMER AND BEGIN A BRAND RECOGNITION CAMPAIGN.

THE FIRST FRANCHISE TO ACHIEVE AN AVERAGE OF 20 DROPS PER MONTH FOR 3 MONTHS IN A ROW WILL BE RECOGNIZED IN A MONTHLY NEWSLETTER AND WILL RECEIVE A \$50 GIFT CERTIFICATE TO A RESTAURANT OF THEIR CHOICE.

