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# FRANCHISE NEWSLETTER

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## ACFN WELCOMES NEW FRANCHISES!



**CONGRATULATIONS, AND BEST OF LUCK TO:**  
BILL & ANA, CALIFORNIA  
DON, MARYLAND

## ACFN NAMED THE 8<sup>TH</sup> FASTEST GROWING PRIVATE COMPANY IN SILICON VALLEY!



**THE LISTING, PUBLISHED BY SILICON VALLEY BUSINESS JOURNAL, RANKED THE FIFTY FASTEST GROWING COMPANIES BY PERCENT REVENUE GROWTH FROM 2004 TO 2006.**

**ACFN BIDS FAREWELL TO ARIELLE BLANKROTH, SENIOR REGIONAL ACCOUNTS MANAGER, WHO WILL BE TRAVELING ABROAD. WE WISH HER HEALTH AND HAPPINESS ON HER NEW ADVENTURES!**



**ACFN WELCOMES TWO NEW REGIONAL ACCOUNTS MANAGERS, JAY MITCHELL AND KHALILAH RAMIREZ**



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# WHAT IF...YOU WERE THE GENERAL MANAGER

## TIPS THAT WILL KEEP YOUR CUSTOMERS HAPPY, WHILE INCREASING GROWTH IN YOUR TERRITORY

HOW MANY OF YOU HAVE "PUT THE SHOE ON THE OTHER FOOT," AS THE OLD SAYING GOES, AND PUT YOURSELF IN THE LOCATION'S POSITION? IF YOU HAVEN'T, THEN YOU'RE FORGETTING ONE OF THE MOST VITAL KEYS TO SUCCESS AND GROWTH OF YOUR ATM BUSINESS—YOUR CUSTOMERS! I CHALLENGE ALL OF YOU TO TAKE THE NEXT FEW MINUTES TO "PUT THE SHOE ON THE OTHER FOOT."

OVER THE PAST YEAR ACFN HAS EXPERIENCED INCREASING SUCCESS WHEN "UP SELLING" OR EXPANDING RELATIONSHIPS WITH CURRENT CUSTOMERS. ONE OF THE GREATEST TOOLS THAT SUCCESS OFFERS IS KNOWLEDGE OF THE PROCESSES THAT WORK AND SOMETIMES DON'T WORK. AS THE NATIONAL ACCOUNTS MANAGER I CERTAINLY GET TO SEE A FAIR SHARE OF BOTH. I WOULD LIKE TO TAKE THIS TIME TO SHARE SOME TIPS THAT HAVE HELPED SOME OF OUR FASTEST GROWING FRANCHISES ACHIEVE STARDOM IN THE ACFN HALL OF FAME.

### 1. CUSTOMER SERVICE & RAPPORT BUILDING —

TAKE THE TIME TO BUILD A BUSINESS RELATIONSHIP WITH A KEY CONTACT AT THE PROPERTY. A GOOD WAY TO DO THIS IS STOPPING IN EVERY ONCE IN A WHILE JUST TO ASK IF EVERYTHING IS MEETING THEIR APPROVAL (I.E. ARE YOU HAPPY WITH SERVICE, DO YOU HAVE ANY QUESTIONS OR IS THERE ANYTHING I CAN ASSIST WITH AT THIS TIME, ARE THERE ANY BIG EVENTS THAT MAY REQUIRE EXTRA FUNDING, ETC.) THESE ARE ALL QUESTIONS THAT YOU CAN ASK THE PROPERTY CONTACT AND IN TURN MAKE THEM FEEL THAT THEY TRULY ARE A VALUED CLIENT. YOU CAN TAKE IT ONE STEP FURTHER AND SEND, OR PERSONALLY DELIVER, A GIFT BASKET AROUND THE HOLIDAY SEASON. THAT'S ONE WAY TO MAKE THEM REMEMBER YOU. ONE THING YOU DON'T WANT TO DO IS TAKE THIS TIME TO INUNDATE YOUR CONTACT WITH NUMEROUS REQUESTS THAT YOU THINK MAKE YOUR JOB EASIER. YOU HAVE TO REMEMBER THAT WE ARE PROVIDING A SERVICE TO THE PROPERTY AND THAT THEY'RE THE CUSTOMER. PICK AND

CHOOSE THE FAVORS YOU ASK. AND REMEMBER, GMS TALK AND NETWORK AMONGST ONE ANOTHER. YOU TREAT ONE GM WELL, AND IT'S LIKELY THAT ANOTHER ONE IN YOUR AREA WILL HEAR ABOUT IT.



### 2. SERVICE RESPONSE TIME & ACCOUNT IMPORTANCE —

EVERY LOCATION IS IMPORTANT REGARDLESS OF THE SIZE OR PERCEIVED IMPORTANCE. ACFN IS PROUD TO BE ONE OF THE SERVICE LEADERS IN THE ATM INDUSTRY. THIS IS A REPUTATION WE WANT TO KEEP. ONE WAY YOU CAN HELP IS BY TREATING ALL OF YOUR CUSTOMERS LIKE THEY'RE YOUR ONLY ONE. REMEMBER, ACFN HAS A 24 HOUR OR LESS SERVICE RESPONSE TIME, NOT 24 HOURS OR MORE. DON'T UNDER FUND AN ATM BECAUSE YOU THINK IT'S "NOT WORTH IT," DON'T TAKE TWO DAYS TO RESPOND TO SERVICE ALERTS BECAUSE IT'S A SMALL PROPERTY, AND DON'T EVER TELL A GM THAT YOU'RE NOT INTERESTED IN PLACING AN ATM AT HIS PROPERTY. TELL US SO WE CAN RELAY THE MESSAGE OR COME UP WITH ANOTHER SOLUTION. THERE IS NO REASON WHY SERVICE SHOULD OR WOULD VARY FROM ONE PROPERTY TO ANOTHER.

### 3. AVAILABILITY & MAKING MEETINGS —

THIS IS ONE OF THE MOST IMPORTANT THINGS. A MAJORITY OF THE TIME, THIS IS OUR ONLY CHANCE TO MAKE A GOOD FIRST IMPRESSION. AND BELIEVE IT OR NOT, THIS IS A GREAT TIME FOR US TO SHINE AMONGST ALL OF OUR

NATIONAL COMPETITORS. ONE OF OUR MAIN PRODUCT DIFFERENTIATORS IS LOCAL REPRESENTATION WITH A NATIONAL PRESENCE. WHEN YOU ARE CONTACTED TO MAKE A MEETING, PROVIDE OPTIONS THAT ARE USEFUL. MOST HOTEL GMS DON'T WORK WEEKENDS OR EVENINGS, SO DON'T SPEND YOUR TIME NEGOTIATING YOUR APPOINTMENT WITH OUR ACFN REGIONAL ACCOUNT MANAGERS. PLAN AHEAD AND SET SOME TIME ASIDE EACH WEEK FOR MEETINGS. IF YOU WANT TO GROW YOUR TERRITORY AND MAKE A GREAT FIRST IMPRESSION, THEN SET ASIDE TWO HOURS, MONDAY — FRIDAY FROM 9AM — 5PM THREE TIMES A WEEK. WHEN YOU LEAVE THE MEETING PHONE THE APPROPRIATE ACCOUNT MANAGER AND PROVIDE HIM OR HER WITH AN UPDATE OF HOW THE MEETING WENT. IF THE MEETING IS WITH A LOCATION YOU CURRENTLY HAVE AN ATM AT, ANSWER ALL QUESTIONS THE CONTACT HAS BUT DON'T BE AFRAID TO NOT ANSWER THOSE YOU'RE UNSURE ABOUT. YOU CAN CALL US WHILE YOU'RE THERE AND GET THE ANSWER, OR YOU CAN TELL THE GM THAT THE CORPORATE OFFICE WILL FOLLOW UP TO ANSWER THAT SPECIFIC QUESTION.

### 4. DELIVERY & FOLLOWING THROUGH —

THERE'S ONE SURE WAY TO MAKE ACFN (AND YOURSELF) STICK OUT IN A BAD WAY, AND THAT IS FAILURE TO DELIVER ON WHAT HAS ALREADY BEEN NEGOTIATED. I THINK WE CAN ALL AGREE THAT A SUREFIRE WAY TO LOSE BUSINESS IS TO OVER PROMISE AND UNDER DELIVER. WITH NUMEROUS CORPORATE DEALS ON THE HORIZON THIS IS ONE AREA WE WANT TO SHINE IN. IF YOU'RE UNSURE ABOUT TERMS, CONDITIONS AND/OR THE PROFIT SHARING ON A DEAL, THEN ASK. NO FRANCHISEE IS "OBLIGATED" TO TAKE ANY LOCATION. YES, SOME LOCATIONS COME WITH CONDITIONS THAT YOU HAVE TO BE WILLING TO ACCEPT (I.E. ONE BIG PROPERTY PACKAGED TOGETHER WITH ONE SMALL PROPERTY, SMALL PROPERTY WITH NO PROFIT SHARING TO HOTEL, PROPERTY REQUIRES A CABINET, GROUP NEGOTIATED