

Nov 15, 2009
Volume 4, Issue 11

FRANCHISE NEWSLETTER

IN THIS ISSUE

- * A NOVEMBER TO REMEMBER
- * WORDS OF WISDOM FROM ACFN OF SOUTHEAST FLORIDA
- * A WORD FROM OUR CONTROLLER
- * KRISTEN'S KORNER
- * ACFN ON THE MOVE



*In The Pursuit
Of Excellence*

**140 FRANCHISES!
AND GROWING....**

96 NORTH 3RD STREET,
SUITE 600
SAN JOSE, CA 95112

PHONE:
(888)794-2236
FAX:
(888)708-8600

E-MAIL:
FRANCHISING@ACFN.INFO

A NOVEMBER TO REMEMBER, TURNING DROPS INTO CONTRACTS

First I want to say it's an honor and pleasure to serve as the Vice President of Sales for an organization like ACFN. A unique business model is only a small business differentiator when compared to the dedication and hard work that each ACFN Franchisee embodies. I think I speak for all ACFN corporate staff when I say; working with each and every franchisee is truly the highlight of working at ACFN.



I'm sure many of you are waiting for the second article in the four part series; Making a Mint Made Easy. With the end of year quickly approaching and many holidays right around the corner, I have decided to postpone the remaining three articles until the first quarter of next year. That way we can all spend the next month and a half concentrating on four very important tasks; doing drops, generating leads, spending time with family for the holidays and... Doing more drops.

Speaking of drops, it was great to see that many of those franchisees who showed up at the business conference left with the common goal of "pounding the pavement" and doing as many drops as possible to help grow their ATM Franchise Business. I can tell you with 100% confidence there is no better or quicker way to grow your business then by completing as many drops as possible.

Now for those of you who were at the conference as well as those who read the first article in the Making a Mint Made Easy series. You'll remember we discussed two very important statistics that directly relate to the growth of our business.

Those statistics being:

- 1) Average sales cycle taking 60 to 90 days and the second
- 2) 1 in 10 leads dropped turns into a contract to place an ATM

Let's now take a look at the number of drops completed during the three months following ACFN's conference.

AUGUST 2009 – OCTOBER 2009 DROPS:

August: 504
September: 304
October: 368

Remembering these numbers let's talk about "proof in the pudding" and see just how drops and securing contracts to place ATMs work hand and hand.

Looking at the amount of drops completed each month for the last three months, it's safe to say that leads dropped in August should be starting to ma-

ACFN FRANCHISED INC.

ACFN MANAGEMENT:

JEFF KERR,
PRESIDENT

JEFF@ACFN.INFO
EXT. 5110

AVI BLANKROTH,

VICE PRESIDENT
AVI@ACFN.INFO
EXT. 5112

MIRA YAKIR,
CONTROLLER

MIRA@ACFN.INFO
EXT. 5111

ROBERT HARRIS,
NATIONAL ACCOUNTS MGR.

HARRIS@ACFN.INFO
EXT. 5116

JAY FRIEDBERG
FRANCHISE RELATIONS MAN-
AGER

JAY@ACFN.INFO
EXT. 5132

KRISTEN CICERO,
LEADS MANAGER

KRISTEN@ACFN.INFO
EXT. 5119

FOR ALL OTHER INQUIRIES,
PLEASE CONTACT:

FELICIA VANCE,
EXECUTIVE ASSISTANT

FELICIA@ACFN.INFO
EXT. 5114

WE'RE ON THE WEB!

SEE US AT:

WWW.ACFNFRANCHISED.COM

ture and turn into agreements/placement opportunities. As your sales manager, I'm pleased to show you that this is in fact the case and is very consistent with the business presentation and article.

So with a record setting 504 drops completed in August again, I'm pleased to say that 60 days later ACFN has an astonishing 57 contracts in hand or 11% of the number of total drops completed in August, with many more opportunities expected to close within the next 30 days. With such a direct correlation between drops and contracts in hand I want to yet again point out that the best and quickest way for every franchisee to get involved in the growth of their business is by dropping and generating leads. To further supplement this strategy, it's important for each franchisee to establish goals in the three following areas:

- # of monthly drops completed by you
- # of monthly leads generated by you
- # of monthly, quarterly or annual ATM placements

I would like to challenge each franchisee to spend some time establishing goals in the three above areas for 2010. Once you've established these goals or if you need help establishing these goals, please contact Susan Gomez (408-351-5124) to schedule a quick phone call with me to discuss your goals and how we can work together to help achieve impressive results.

With an economic recovery expected to take place during 2010 there is no better time to take the reins in your hands and challenge yourself to think big! Let's make 2010 an exceptional year of quality growth for each and every ACFN franchisee. I wish all of you and your family's safe and happy holidays.

-Robert A. Harris

WORDS OF WISDOM FROM ACFN OF SOUTHEAST FLORIDA

A few years ago, when we started thinking about starting an ATM business, we had no idea a company like ACFN existed and we were thinking of venturing into the ATM placement and servicing business on our own. I can't tell you how lucky we feel that during our extensive research of the business, we came across the ACFN business model. Having a reputable company behind you, with not only years of experience in the industry, but a name amongst important chains of hotels, restaurants and other establishments nationwide, negotiate on your behalf, has proven to be priceless. Having ACFN working with us has made our business grow not only in quantity, but quality of locations, much faster than if we had done this on our own.



The downside however of having such an enterprise behind us is that we become complacent. We wait for the locations to come to us and then just provide service and forget that our job as franchisees, working in the local markets, could be so much more fruitful if we were more proactive.

The first step we can take towards being more proactive is to drop not only the packages we are told to, but others as well in establishments we feel can be high revenue locations. Talk to the managers at these locations and deliver a warm lead to ACFN.

ACFN FRANCHISED INC.

ACFN MANAGEMENT:

JEFF KERR,
PRESIDENT

JEFF@ACFN.INFO
EXT. 5110

AVI BLANKROTH,
EXECUTIVE VICE PRESIDENT

AVI@ACFN.INFO
EXT. 5112

MIRA YAKIR,
CONTROLLER

MIRA@ACFN.INFO
EXT. 5111

ROBERT HARRIS,
VP OF SALES

HARRIS@ACFN.INFO
EXT. 5116

JAY FRIEDBERG
FRANCHISE RELATIONS MAN-
AGER

JAY@ACFN.INFO
EXT. 5132

KRISTEN CICERO,
LEADS MANAGER

KRISTEN@ACFN.INFO
EXT. 5119

FOR ALL OTHER INQUIRIES,
PLEASE CONTACT:

CINDY LESUI,
EXECUTIVE ASSISTANT

CINDY@ACFN.INFO
EXT. 5114

WE'RE ON THE WEB!

SEE US AT:

WWW.ACFNFRANCHISED.COM

A second step we can take towards being more proactive is to help maintain good customer service standards. Not only do you do this by servicing your machines promptly, but by talking to the managers, the front desk personnel, the concierges, whenever you are at a location. Create a relationship so they know you. This way, they can call you directly if there's a problem allowing you to provide service quicker and it helps avoid complaints at the corporate level in the case of large hotels. Also, because managers often jump from one location to another, wouldn't it be great to have them call you or the franchise to install an ATM at their new job?

It's easy to only rely on the corporation since they do such an amazing job at delivering you important locations, but think of this as your own business, one in which need to be involved in every aspect of.

Looking forward to a tremendously successful 2010,

ACFN of Southeast Florida

A WORD FROM OUR CONTROLLER

To all Franchise Owners,

Current IRS rules do not require 1099s to be issued to Corporations. If the W-9 we have on file references a corporation we will send you a "Statement of Earnings" for your tax records. We will not issue a 1099.

If the W-9 we have on file references sole proprietor, partnership, or LLC we will issue a tax form 1099 together with the "Statement of Earnings" same as in previous years.

If you created a corporation in 2009 and want to change the W-9 we have on file to reflect the new corporate status, we must receive your updated W-9 together with the Articles of Incorporation by latest 11/25/2009.

All tax documents for 2009 will be issued before 01/29/2010 as required by the IRS.

Please contact me with any questions or concerns.

KRISTEN'S KORNER

ACFN is really making strides this year and it is thanks to you the franchisees. Each one of you has been putting in a more noticeable effort when it comes to making drops, sending in leads of interest, and participating in projects that help ACFN grow. In a time of economical strains ACFN is really coming out on top due to the fantastic team that comes with it. Please don't forget to send in your Dream 100 listing!



I want everyone to put the effort in and push to have the best end of the year numbers ACFN has ever had, and I know that can be done!

-Kristen