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FRANCHISE NEWSLETTER

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*In The Pursuit
Of Excellence*

**149 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

ACFN WELCOMES 6 NEW FRANCHISES!!



CONGRATULATIONS AND BEST OF LUCK TO:

DEMETRIOS G. - DES PLAINES, IL
PETER C. - LAKEWOOD, NY
BOB M. & JESSE G.- BELLEVUE, WA
BRIAN P. - ALBUQUERQUE, NM
JOHN & LESLIE W. - WAUWATOSA, WI
ANDREW & BETH K.- ATLANTA, GA

IT'S DROPS THAT MAKE THE FRANCHISE

Our franchise is blossoming into maturity as a result of a single piece of advice from Jay Friedberg: **Drop as many leads as you possibly can.** We took that advice to heart, and here's how.



Jay mentioned that many franchisees often neglect an aspect of the sales process, and that is the generation of leads. While we as franchisees depend on ACFN for leads, we can augment their lead generation by using the single most important tool we have at our disposal as franchisees: **our local knowledge.** The people at ACFN can generate a list of leads for us, but they are, for the most part, hundreds if not thousands of miles from our area when they are making their lead lists. In order to assist them, franchisees are well advised to create their own "Prospect Lists"; places that you'd like to see if they would qualify for an ATM, by ACFN's standards of qualification.

Each week, the principal partners in our franchise each produce a list of locations, called prospects, generally focusing on a single area of our territory, like a single city or township. Each of us focuses on a different aspect of valued leads, one of us does hotels, the other does restaurants, and the other does bars, and so on. The combined list is forwarded on to the lead generation department at ACFN, and they vet the prospects with the hope of turning them into leads. Generally speaking, with some care put into the list of prospects, about half of those prospects can be turned into viable leads.

In terms of creating the prospect list, we have two primary sources of prospects. **Our first source of prospects is the internet.** Quick searches of

ACFN FRANCHISED INC.

ACFN MANAGEMENT:

JEFF KERR,
PRESIDENT

JEFF@ACFN.INFO
EXT. 5110

AVI BLANKROTH,
EXECUTIVE VP

AVI@ACFN.INFO
EXT. 5112

MIRA YAKIR,
VP OF FINANCE

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

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Google (www.google.com), Yahoo (www.yahoo.com) and Bing (www.bing.com) search engines for the city or township, combined with a type of location, will generally yield hundreds of results. For example, I am personally tasked with finding hotels for our franchise, so I would search for "Anyville Hotels" in all of those search engines. Hopefully, there will be a lot of hotels in Anyville. Start taking down the critical information, such as the address and contact information, and also take notes about the location that you can find from the website, such as size information, amenities, and so on. Any information you can find will be useful to the lead department at ACFN.

Our second source of information for prospects occurs when we are dropping the leads themselves. We'll get a list of leads from the ACFN lead department, and create a lead run to drop the leads, and while we are driving around, if we notice a location that would potentially be a good place for an ATM, **we note the address of the prospect** and look it up online after the fact. Most places have websites these days, and we can get more information about the location without actually stopping there while we're doing our lead run.

The prospect list is incredibly important, because it **allows ACFN to dramatically increase the amount of leads they can provide you**, and therefore increases the amount of leads you can run in a given timeframe, since it reduces the amount of time that ACFN must put into generating each lead they create for you. You have removed a crucial step from the lead generation process; you have made ACFN's job that much easier for having found the prospects for them. Now, they don't have to do that part of the lead generation process. Thus, by providing them with the prospects, you can dramatically increase the amount of leads you can get from ACFN. Then it becomes simply a matter of dropping the leads that are returned to you.

Jay had mentioned that many franchisees start off strong, dropping many leads, and then their enthusiasm wanes, and they wonder why the number of locations they get also drops off. We are reminded of the statistic that ACFN has often quoted to us: **One in ten locations** without an ATM at the time of the drop becomes a location. On average, if you drop ten marketing packets to ten locations that don't have an ATM, you'll place an ATM to one of those locations.

Jay also reminded us repeatedly that this is **purely a game of numbers**. It's always good to increase the quality of your leads, but if you want more ATM locations, simply drop more leads. It's about the numbers.

In summation, if you prospect for yourself, you increase the amount of leads that get generated by ACFN on your behalf. If you increase the amount of leads that ACFN can generate for you, you increase the number of leads you run. If you increase the number of leads you run, you increase the amount of sales you can make. If you increase the amount of sales, you increase your revenue. It really is that simple!

One thing that has not been mentioned so far is that this all takes time. The concept of delayed gratification is very important to the sales cycle. It is important to remember that **the sales cycle takes over 90 days**, from lead generation to dropping the lead to contracting the location. That means that it can take up to three months to see results from an increase in lead generation. As an example, for the past few months, we've been dropping an enormous amount of leads, but we were getting frustrated after a while for what

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PRESIDENT

JEFF@ACFN.INFO
EXT. 5110

AVI BLANKROTH,
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MIRA YAKIR,
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AGER

JAY@ACFN.INFO
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KRISTEN CICERO,
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KRISTEN@ACFN.INFO
EXT. 5119

FOR ALL OTHER INQUIRIES,
PLEASE CONTACT:

CINDY LESUI
EXECUTIVE ASSISTANT

CINDY@ACFN.INFO
EXT. 5114

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we perceived to be a lack of results. We hadn't installed a single location in 3 months. However, then in the next month, we installed 4 locations, and the next month, we got 3 more locations that we were just waiting to sign contracts for.

One of the important things to note is that our success came almost directly 90 days after we started to really focus on our own marketing efforts. This was exactly as both Robert Harris and Jay Friedberg had predicted. They knew what they were talking about. At first I was skeptical of how accurate their information was, but they have since made a believer of me. **I would highly recommend paying heed to any advice that Jay and Robert have to offer you**, especially as it relates to franchise development.

So make those drops, run as many leads as you can, and with a little patience, you will see a dramatic expansion of your franchise!

-Trinity ATM – Franchisee of ACFN

MAKING A MINT, MADE EASY!

The series Making a Mint has been canceled due to time limitations. For those of you who are truly interested in growing your ATM business, please call me to discuss strategy, tactic and tips to grow your ATM business. For those of you who were looking forward to reading the article, I would like to extend my apologies and extend a personal invitation to call me and discuss in more detail.



Breaking News: ACFN installs 11 ATMs in the Canadian market at hotels such as Fairmont Whistler, Fairmont Banff Springs and Fairmont Vancouver Airport. These amazing opportunities are a direct result of a corporate relationship with Oxford Properties Group, a large international real estate investor and developer. Adding Oxford Properties Group and three world renowned Fairmont Hotels & Resorts to our client list give us great expectations of accelerated growth throughout the US and Canada.

ACFN is in the final stages of exploring placement opportunities with groups such as: Hersha Hospitality Trust, Cordish Companies, National Purchasing Network and Variety Wholesalers as well as many more groups in various stages of the sales cycle. I will provide you with more updates as they become available.

- Robert Harris, VP of Sales

GREETINGS FROM JOANNA A.- MARKET RESEARCH

Hello, My name is Joanna Alvarado and I am going on my fifth month here at ACFN as a leads analyst. This is a great company to work for and everyone made me feel very welcomed. I first thought making calls and getting leads would be a lot to handle but I feel like I am fitting in very well. I'm looking forward to what the future holds for this company!
-Joanna



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GREETINGS FROM GERSHON YAKIR, OPERATIONS ADMINISTRATOR

Hello my name is Gershon Yakir and I joined the operations department of the company in January of this year to add more support for the field and assist with the company operations. I'm based out of the corporate office in San Jose, CA. I have a degree in electrical engineering with a strong background in telecommunications and I look forward to the opportunity to meet each and every one of you over the weeks and month to come. I can be reached at the corporate number extension 5134.



- Gershon

CONGRATULATIONS!



Congratulations and best of luck to Felicia Vance on bringing her new baby Michael into this world in November. We finally had a chance to see him come to the office this month!

KRISTEN'S KORNER

As the excitement winds down from the start of the New Year I hope everyone is still keeping stride with their goals in mind. That each person carries with them throughout the whole year the ideals to obtain a successful business. Share your business goals for the year with the ACFN team and let us be the backbone to help make those goals become achievable. Keep up the good work and don't settle for anything short of great.



-Kristen