

NATIONAL INITIATIVES FOR LOCAL FRANCHISE SUCCESS

By Ted Sprink



MMy father frequently told me: "If you don't know where you are going, any road will get you there." More than coaching for personal success, I viewed his words as a reference to the incorporation of business initiatives for the benefit of a future employer.

My responsibility with Rainbow International® incorporates national initiatives that drive new business opportunities to the local franchise level. In short, my job is to drive revenue, enhance brand equity and increase market share.

Creating the road map to success represents our ability to combine our business model and Code of Values®, which support your desire for independence, growth and success in ways that integrate personal, spiritual and business success.

Our road map includes the franchise system, education, technical training, technology, the Key Account Program, business training, certifications, and our tremendously skilled sure start and franchise consultants who provide business, financial and business development associate (BDA) coaching.

The Mission

We seek new customers in new channels that represent new revenue. Simultaneously, we seek increased assignments with current

customers in current sales channels for incremental increases in revenue.

The Vision

An internal SWOT Analysis performed recently confirms our brand is strong and our performance highly regarded by customers; there are a number of opportunities to delineate ourselves from our competitors and local marketing plays a key role not only in your business, but also in our system wide success. The Dwyer Service Solutions™ (DSS™) platform introduced at Reunion, Fixxbooks, represents a particularly important initiative.

Essentially, DSS provides cross-marketing of all seven The Dwyer Group® concepts, thereby increasing the number of potential touch points with customers. These are new vertical market segments to which we can sell both nationally and locally.

The Goal

Rainbow International intends to integrate national business development team (NBD) activities with our Key Account Program (KAP), local business development associates (BDA) and DSS national sales strategies.

A number of new initiatives being developed are intended to control the line of scrimmage - first notice of loss (FNOL) - by



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boxing in prospective customers not only from the national top down and local bottom up activities, but from related services represented by our other six service brands. We also seek a balance between residential and commercial business activities.

The Strategy

At the national level we perform direct sales to carriers, intermediary sales (through third parties) to carriers, direct sales to non-carriers and sales (through third parties) to non-carriers.

To accomplish this we will leverage the DSS “bundled sales” model, together with the use of qualified third party administrators. In addition, we are developing relationships that provide for co-branding initiatives with vendors and trade groups; cross-marketing with related industry participants, and linking mitigation (one-offs) to cleaning (annual contracts) and vice-versa.

The Initiatives

In preparing our road map, we have delineated the market into nine verticals: Carriers, Independent Property and Casualty Insurance Brokers, Third Party Administrators, Independent Claims Administrators, Facility/Property Managers, Senior Assisted Care Liv-

ing facilities, Hospitality/Hotels, Multi-Family/Apartments and Restaurant/Food Service market segments.

As part of mapping out the road to success a number of initiatives are being evaluated. These include the “Insider Initiative” which rewards referral business; the “Town Hall Initiative” to integrate promotional customer events into the Regional Franchise Meetings; The “P3 Initiative” which creatively enhances a Preparedness Protection Program for emergency response; the “Rainbow Select Initiative” intended to expand zip code coverage; and the “Brand Expansion Initiative” to increase our market presence both nationally and locally.

National Initiatives for Local Success

Rainbow International is both well-led and well-positioned to significantly improve revenue, brand and market share in a manner that benefits the business, emotional and spiritual success of local franchises. Indeed, this is a road worth traveling.

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