



Top 10

Top 10 Must-Do's for Franchise Success

1. Consistent Service – Recurring Visits Matter

- Schedule recurring visits to maintain reliable service.
- Send automated appointment reminders via text/app after each visit.
- Ensure customers notice your reliability—if you skip, they should feel the difference.

2. Maintain Clean Outdoor Spaces

- Ensure thorough pet waste removal at every visit.
- Offer deodorization & sanitation upgrades to enhance cleanliness.
- Provide service to residential and commercial clients to keep outdoor areas safe, clean, and odor-free.

3. Respond Quickly to Leads & Customers

- Respond to all inquiries within the same business day (within 24 hours max).
- Use text, phone, or email—whichever the customer prefers.
- Follow up at least twice for unresponsive leads before closing the inquiry.

4. Gather Customer Feedback

- Call new customers after their first service to ensure satisfaction.
- Conduct quarterly check-ins (via text or call) for feedback & relationship-building.
- Implement service recovery for any negative feedback immediately.

5. Daily Social Media Engagement

- Post at least 3-5 times per week on social media (Facebook, Instagram, Nextdoor, etc.).
- Participate in local Facebook groups and respond to community posts.
- Engage with customer comments, messages, and reviews daily.

6. Attend All Training & Support Calls

- Attend live franchise training calls or watch recordings.
- Implement best practices shared by the franchisor to improve operations.
- Stay up to date with new tools, promotions, and strategies.

7. Set Clear Goals & Act Daily



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- Set daily action items that align with long-term business goals.
- Use S.M.A.R.T. goals (Specific, Measurable, Achievable, Relevant, Time-bound).
- Review progress weekly and adjust plans to hit monthly revenue targets.

8. Actively Seek Referrals

- Ask happy customers for referrals after their third service.
- Offer a discount or incentive for every successful referral.
- Build relationships with vets, groomers, and dog trainers for B2B referrals.

9. Join Community Events & B2B Networking

- Attend at least one local pet-friendly event per quarter AFTER you are fully booked.
- Partner with local pet businesses, dog parks, HOAs, and apartment complexes.
- Engage actively (sponsor booths, hand out flyers, do giveaways).

10. Promote Upgrades at Every Visit

- Educate customers on deodorization & sanitation benefits.
- Offer add-ons at every visit (e.g., "Would you like an odor-free yard today?").
- Run quarterly upgrade promotions to increase service revenue.