

John Boyens
The Boyens Group
2749 Clem Hill Lane
Nolensville, TN 37135

Dear John,

Now that our Spring Season is well under way I want to take the opportunity to let you know how pleased we are with the training that you conducted and provide you with an update on some of the results we are already seeing.

I feel like the program that you designed for us worked out very well and accomplished all of what we were hoping for. Beginning with our National Conference in December the sessions that you conducted for both our Franchisees as well as their employees were well received and the message delivered to both groups was exactly what was needed. Our Franchisees are more responsive now that ever before to the idea of adding a dedicated salesperson to their team and so far this year I believe we have around 45 owners who have take that step. For the employees, their sessions really helped them to better understand the sales process as well as build both their skills and confidence for the 2018 season.

The Train the Trainer Program that you conducted here in January for our Corporate Team has enabled our field team to continue the training for those franchisees that attended the conference sessions as well as with those who did not attend. The feedback I received from our Regional Business Consultants was overwhelming positive with several indicating that it was the best training program we had every provided to assist them in their role.

Finally, the full day training session for salespeople that you conducted in Murfreesboro in February provided another level of training for both new and some existing salespeople right before the season kicked off. I heard from several franchisees that their employees came back from the training excited and eager to implement changes in their sales processes based on what they learned in the session. I think this session was perfectly timed to build confidence and enthusiasm right before the sales season began.

We look forward to continuing to work with you as you develop the Online Learning Community to provide an additional "on demand" training resource for the Lawn Doctor System as well as additional programs in the future.

Sincerely,



David Newman
VP Operations
Lawn Doctor Inc.



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Each Lawn Doctor franchise business is independently operated. Franchise opportunities available.