

From the Desk of Mark Newsome

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Ultimate Sales Machine, Part III

The **TEGG Key Strategic Essentials** were established to help every TEGG franchise grow their business. We aim to illustrate how each essential can help you do that through implementation of the TEGG system. In this month's feature, we will spotlight "*Implement the TEGG System*" to help you succeed in becoming the **Ultimate Sales Machine**.

Grow Your TEGG Business – Ultimate Sales Machine

Implement the TEGG System

The TEGG System is the roadmap to success. By following the roadmap, you can drive your business to your destination – which is a successful, sustainable business.

The TEGG System focuses on offering our clients a proactive approach to maintaining their electrical service needs. The proactive approach in turn establishes a recurring revenue model for the TEGG franchise.

The system provides our franchises with all the tools, steps and strategies to help their business become successful, while operating effectively and efficiently.

The TEGG System outlines the duties for six areas – General Manager, Human Resources, Operations, Business Systems, Sales and Branding – along with information on timelines and tools to accomplish each task to successfully operate your franchise.

For example, the TEGG System puts procedures and timeframes in place for when General Managers need to review reports and participate in training. It also provides guidelines for hiring and employee reviews, tasking, when to conduct key meetings, and utilizing the C.A.R.E. Program.

The TEGG System Utilization workbook provides methods to score how your franchise uses the system, to provide a comprehensive view of what areas are successful, and where improvements may be needed. It's important to take advantage of this workbook for your planning and reviews with your Area Vice President (AVP). It will help your AVP better understand how your business is functioning and provide assistance to best meet your business' needs.

For more information on TEGG System Utilization, please contact your AVP.

Take full advantage of the TEGG System. It separates your business from the competitors and is a proven system to help your business achieve success.



Mark Newsome
President