



Selected Franchise System Client Testimonials

It is with sincere pleasure and privilege that I thank you for your participation at our convention in Nashville. Our franchise network of 675 stores has and will benefit from your insight, industry knowledge and inspiration. Your workshops were incredibly well attended and the feedback we received from our franchise community has been phenomenal. I thank you for contributing to the best convention we have ever had as a company.

As a developing organization, our system could not have enjoyed your valuable marketing and business development tools at a better time. As we continue to invest in the support systems for our network, your clear understanding of our business model was refreshing. I am so pleased you were able to help our franchise as you have helped so many other franchise systems before us.

We look forward to continuing our association with the Boyens Group, as well as enjoying your pleasant company as you take your valuable lessons to the next level: that of visiting many of our regional Master Franchisees and their constituencies. I know that as our system adopts many of the best practices you laid out in your seminars, books and DVD's, our company will only continue to succeed. It is my pleasure to offer you this letter of recommendation for your services to all who seek similar growth and development in their organizations.

- Steven L. Yeffa; President; Cartridge World North America

I am pleased to write this letter of recommendation for you and the Boyens Group. In addition to the hands-on training of our coaches, we have found your consulting services to be a vital contributor to our future plans and direction as we continue our unprecedented growth. I consider your contributions to our sales training curriculum be very valuable.

- Michael Clinton; C.O.O./Co-Founder; GolfTEC Enterprises

John,

I wanted to take a moment to thank you for all your help. I never got a chance to thank you for traveling to us this past spring and training our team. Our staff greatly appreciated the wonderful sales training and motivation, which helped them to improve and expand in their sales careers. We look forward to planning this again so our staff can receive the personalized attention they need and deserve to continue to improve. Also, Radonna and I were grateful for the valuable information at this year's 2009 Budget blinds convention. We both left with many nuggets that we will use and pass on to our staff. We look forward to gaining even more from your training at our 2010 convention.

- Chris Torgeson; Home Décor Solutions Inc. dba Budget Blinds of Wilmington

I can't begin to say how delighted I was to see that, once again, you would be playing a major role at our National Convention in January.

Your presentations have always been deemed "can't miss" by our Budget Blinds and Closet Tailors franchisees due to your selection of pertinent, timely topics, and your ability to translate your insight and experiences into tangible action steps that have immediate relevance.

By dedicating the time and attention to understanding both our model and the challenges that face our franchisees, your presentations carry the weight of someone who is as invested and committed as they are. It's no coincidence that your sessions consistently sell out the fastest and receive the highest ratings year after year.

In today's challenging economy, it's more important than ever that Budget Blinds and Closet Tailors continue to over deliver on their value propositions to the franchisees, but in a way that leaves them feeling connected and nurtured. Our decision to partner with the Boyens Group for all of our continuing education has proven to cement that philosophy, leading to a stronger franchisee base and enthusiastic validation for prospective franchisees.

I look forward to attending your upcoming presentations, knowing that I will be able to utilize many of your dynamic ideas and strategies in preparing HFC's Franchise Licensing Team for an outstanding 2009.

- Jonathan Thiessen; Director of Franchise Licensing; Home Franchise Concepts

What a pleasure it was to have you speak at the Closet Tailors Regional Workshops. Your presentation "Proven Prospecting/Pipeline Development Techniques" was very powerful and will help our new business owners stay focused on lead generation and sales. I was impressed with your extensive preparation and the time you obviously invested in understanding our organization and the unique characteristics of our needs.

- Dan Tafoya; Senior VP of Business Development; Closet Tailors

The customized sales training that our consultants received from John Boyens has been extremely beneficial. The training was very practical and gave our consultants immediate tools and practices that they could use to help close more sales, raise margins, and negotiate better. The training gave us also gave us new and fresh ideas that we could implement to work "smarter" instead of "harder". I would highly recommend this training to any other Budget Blinds owner."

- Dan Parlin; Owner; Budget Blinds of the Western Triangle

Fellow Franchisees, I have told some of you about this class - This is a terrific opportunity for FASTSIGNS owners who want to build their business. Since implementing some of the tools I learned from John Boyens, I have been able to build my sales almost 60%. This year I expect to break \$2 million. The money I spent on his classes is nothing compared to what I have gotten out of it. You can even take this as a trade-out for a visit, so this could cost you nothing out-of-pocket! Trust me this seminar can make a big difference in both the profitability and consequently, the value of your business.

- Scott Snoyer; Owner; FASTSIGNS Hickory Hollow

What a pleasure it was to have you speak at this year's Budget Blinds National Convention. I had so many complimentary comments about your program and the insights everyone gained as a result of your program. You did a great job in providing answers to many questions and offered a lot of new insights and ways to think about management and the way to run your business. The examples you presented proved to be very valuable. Your presentation was powerful, on track, needed, required and well worth it.

I was impressed with your extensive preparation and the time you obviously invested in understanding our organization and the unique characteristics of our needs. I am very excited to have contracted with you and The Boyens Group to participate in our upcoming Sales and Marketing Seminars that will take place all around North America and well as next year's National Convention.

I look forward to our continued relationship. Thank you again for a job well done!
- Tracy Christman; Budget Blinds Inc.; Director of Vendor Alliance

John Boyens was requested to present three classes at our FASTSIGNS 2007 annual convention. FASTSIGNS International, Inc. is a large franchise organization with over 500 centers worldwide. We hold an annual convention for our franchisees and their staffs.

Initially, we were pleased to see his repertoire of class topics. Many of the subjects pertained to the areas our franchisees were seeking. John taught two subjects: "Maximizing Your Outside Sales Rep's Performance" and "Employee Retention – Your Key to Reaching New Heights." We received raving comments on his class evaluations. A couple of the comments were:

- *This was the best class at convention this year*
- *The tools are easy to understand/implement*
- *John really understands our business and what Owners need to do to be successful*

John was able to tailor his presentation to the sign industry showing that he had done his research prior to coming. Hence, the class was able to relate to the information making it more valuable. He also made sure to keep the session interactive by involving the audience. In addition to sharing his expertise on these subjects, he provided resources for the franchisees to use in their centers. The resources included worksheets and a complimentary DVD was given to the sales class participants.

During the months leading up to the event, John was very organized and spent time with our event planner and corporate trainer to make sure his presentation was exactly what we were expecting. We highly recommend him and look forward to working with him in the future. If you need additional information, please call.

- Heidi Pamplin, Director of Training/Event Planning; FASTSIGNS International

To book John, contact SPEAK!
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