



FRANCHISE MANAGEMENT HANDBOOK



www.barkbusters.ca

I AM HONEST AND OPERATE WITH INTEGRITY.

I maintain the highest standards of conduct, and I take ownership of my actions, whether or not anyone sees or is affected by what I do. There are no degrees of honesty.

I AM ACCOUNTABLE FOR MY BUSINESS.

I am personally responsible for my success. I leverage the resources available to me as a member of Bark Busters to build my business. I learn from my mistakes and take the appropriate action.

I AM PASSIONATE ABOUT MY BUSINESS AND MY COMMITMENT TO THE BARK BUSTERS MISSION.

I am an advocate for companion dogs in the community. I will build my business by working in my community to enhance the human-canine bond and to reduce the possibility of maltreatment, abandonment, and euthanasia of companion dogs.

I AM COMMITTED TO BUILDING THE BARK BUSTERS BRAND.

I understand the strength and value of brand-building. I accept my responsibility as a representative of Bark Busters and align my daily actions to advance the Bark Busters brand.

I RESPECT MY CLIENTS' NEEDS AND PROVIDE EXCEPTIONAL CLIENT SERVICE.

I recognize that the single greatest client impact is the Bark Busters experience that I provide. I believe people skills are vital to the success of my business. I am a good listener. I patiently gather information in order to best understand and address my clients' needs.

I AM A TEAM PLAYER.

I respect everyone's strengths and weaknesses, including my own. I recognize that strength lies in the power of the pack. As a member of the Bark Busters team, I am willing to lead or follow and eager to learn and grow. I celebrate our business successes.

I LIVE UP TO MY COMMITMENTS.

As a business owner and member of an extended team, I pledge to meet the obligations I have made. If I encounter obstacles, I will ask for help. I work toward outcomes for the greater good.

I THINK, ACT, AND SPEAK IN A POSITIVE MANNER. I ADDRESS ISSUES DIRECTLY, PROFESSIONALLY AND PRIVATELY.

I am careful to share private concerns discreetly. I respect all parties - colleagues, competitors, and clients - in public and in private.

I AM COMMITTED TO FURTHERING MY EXPERTISE AS A BARK BUSTERS TRAINER AND THERAPIST.

I take advantage of educational opportunities to advance my professional and technical capabilities as a dog behavioural therapist and trainer.

I MAINTAIN BALANCE IN MY BUSINESS AND PERSONAL LIFE.

I manage and allocate my time and energy to have no regrets.

Home Office Contacts



Michelle Bailey - Eastern Canada
Michelle is responsible for the Eastern Ontario and Quebec trainers.
Talk to Michelle about social media, marketing and advertising strategies.
905-228-1344
michelle@barkbusters.ca



Samantha Mabee - Central Canada
Sam is responsible for the central Ontario trainers.
Talk to Sam about operations and systems questions, and paper products such as folders & brochures.
416-709-9803
york@barkbusters.ca



Juliet Prey - Western Canada
Juliet is responsible for the trainers in Western Canada.
Talk to Juliet about virtual training resources - handouts, flipcharts and support on teaching the Bark Busters system.
647-206-7897
juliet@barkbusters.ca



David Dorey - Franchise Optimization
David is responsible for territory optimization and franchise expansion.
Talk to Dave about a plan for achieving your franchise goals.
647-468-7700
david.dorey@barkbusters.ca



Josh Horton - Business Operations
Josh is responsible for day to day business and financial operations.
Talk to Josh about any financial/business operation questions or challenges
905-806-0193
josh@barkbusters.ca



Bob Mikels - Office Administrator
Bob is responsible for the technical operations of home office - processing royalties, Pipedrive functions and IT support.
613-359-2909
bob@barkbusters.ca

Pipedrive

This is our CRM (Customer Relationship Management) program. Use this to keep track of all information about a lead/client. This allows you to track all communication from lead to booking to post-lesson. Notes and dog photos can be entered here.

It's important to be accurate with information entered here, as your royalties and data on leads/conversions, and gross revenue is generated from here.

This is also an app for mobile use, with some limited features.

Your login information will be given to you from head office.

www.pipedrive.com

ClicData

This program give you the overall snapshot of the health and wellness of your business - number of leads, lessons booked, lead sources and more.

Data can be compared to other periods of time, and other franchises.

Your personal ClicData link will be given to you from head office. Make sure you bookmark it!

Microsoft Teams

This program is our day-to-day communication tool between trainers. Here you will find channels on marketing, training questions, data, general announcements as well as document files for printing. It's a place to connect with your fellow trainers and find resources for your business. Head office will provide an invite for you.

Google Business

This is where you read and respond to Google reviews, primarily, but also manage your Google business information like hours, photos, posts and offers - anything you want potential customers to know about your business operation! Head office will set you up as an owner on your account, and your ad words rep will also be given access.

Square

Many trainers utilize Square for online invoicing and payments. Tutorials are available from Head Office on how to get set up.

www.squareup.com

Meta Business Suite

This is the platform from which to post and schedule content for Facebook and Instagram.

Tutorials are available on how to schedule content, and head office is happy to set up a call if needed.

<https://www.facebook.com/business/tools/meta-business-suite>

The following is a guide on how Pipedrive should be used by all franchisees. Going forward, we want to make sure that all data is as accurate and comparable as possible.

LEADS

All leads that have anything to do with dogs should be counted. Even if someone is looking for dog walking, boarding etc. If it's someone who has purposely come across our page and contacted us, it's a lead, even if it's not a great one. Phone leads should always be entered in Pipedrive, even if they don't book. *The only invalid leads should be duplicates, solicitations or tests. Bob filters out and deletes these regularly.*

CONTACT MADE

As much information as possible should be taken down in the client file when contact has been made. Client name, number, email, postal code, dog name, age, breed, and relevant behaviour notes. Please note when they were contacted, and attempts made.

BOOKED FOR LESSON

When the client is booked for the lesson, please note relevant items about the address (IE: door is on the side, please text when you arrive), and fill in any missing information about the client or their dog that was not taken at the CONTACT MADE stage.

(IN THE LESSON)

Please note any and all relevant details, from the pre-booking sheet, and your interview. Keep in mind that future you, or any trainer this client might get transferred to, will need to know what has been done, and how things went. *For example: Who was present for the lesson? What were the clients like? What training tools were used? What was the dog's response?*

LESSON IS WON

Before marking the lesson as won, please input the proper invoice number and all relevant lesson notes. Attach any photos or videos taken in the lesson. Ensure the lesson date is within the open royalty period.

IF A CLIENT OR DOG IS TRANSFERRED AWAY

Review the file and your emails before the transfer is made. Update the address and postal code, if you know it. Make sure the incoming trainer has as much information as possible - what did you cover, who participated, what was the general response? It is up to both trainers to ensure they connect with each other, and that as much information from the original trainer is available to the incoming trainer as possible.

When a dog or client is transferred to a new home - the new territory trainer should create a new Pipedrive Deal to bill the transfer fee (if there is no transfer fee, set the value to \$0) and post any future activities, and mark as Won. *Please connect with Bob if there are any questions on how to use Pipedrive.*

Social media can be a great tool to grow your business, communicate with clients, prospects, and influencers, and extend your business reach. It is equally important, however, to recognize its potential to negatively affect brands and businesses. While these best practices were written with your Bark Busters social media platforms in mind, we encourage you to also be aware of the type of content you post to your personal social media profiles. People can easily connect personal posts to your business and the Bark Busters brand – as such, we encourage you to apply these principles across both your personal and professional social media profiles.

STRATEGY & IMPLEMENTATION – DO'S AND DON'TS:

DO plan. Take the time to create a social media plan. Without one, you have no clear goal for what you're trying to achieve, and thus no way to measure your progress and results. Ensure that all your social media efforts work to support your specific business goals.

DO know your audience. One reason social media is so effective for businesses is that you can micro-target your audience. Understand who your audience is, keep your posts focused on their needs, and always ensure what you post is relevant to your business. Keep your personal posts to your personal accounts.

DON'T engage in competitive discussions regarding training philosophies. There is very limited upside for your business to use social media for this type of discussion, but there is a whole lot of risk.

DO be your own brand ambassador. Part of social media discovery is getting to know who you are as a brand and for what you stand. We are professional, reputable, trustworthy, expertly trained, results-oriented, client-focused, compassionate, friendly, and approachable. Keep your posts and comments positive!

DON'T use profanity, negative or threatening language, or impose your personal opinions unrelated to your business on others. For example, steer clear of controversial topics such as race, religion, and politics – this will help safeguard your business from negative reactions from people with differing personal beliefs.

DO think before you speak. Expect that everything you say, post, write, text, or direct message will be shared with the universe and never go away. Not everyone that engages with your social media will have the same feelings and beliefs as you do, nor will every client be a happy client.

DON'T write anything you wouldn't want to have attributed to you on the front page of a major publication. If you, or any Bark Busters representative may be embarrassed to see your name next to it in The Wall Street Journal or People Magazine, it is better left unsaid.

DO share quality over quantity. Social marketing is all about offering value. Solely pitching and selling gives very little motivation for people to follow you. Be human and honest. Use only

high-quality photos and videos; real photos of your customers (used with their permission) are great ways to highlight how people can use your service. Also, proofread! Rereading your posts before you post helps catch silly mistakes, misspellings, and other errors that can be perceived as unprofessional.

DO build relationships. Social media marketing allows small business owners like you to talk directly to customers and followers. Digital consumers use social networks to research new brands or products. When people engage with your organic content or ads, it's a great idea to engage back. When in doubt, just say "thank you!" or "I'm sorry, let's talk so I can help solve this matter for you."

DON'T engage in online banter. It can turn on a dime and escalate quickly.

DO monitor your posts and respond to comments and questions. Be aware of the online conversations, positive or negative, that are happening about your business and respond where appropriate. Offer timely responses – within hours or a single day vs. days or weeks – and thank customers for their feedback to help create and maintain engagement with followers and potential clients. Please reach out to the Bark Busters home office, however, before responding to any harassing or threatening comments! Also consider following your clients and any local influencers, especially if they follow you!

DON'T correct clients or 'train' over social media. Pick up the phone or schedule a revisit instead!

DO repost and share. It can be a struggle to come up with new content to share every day. Sharing quality posts from others can be a great way to provide value for your followers and keep them engaged.

DO give credit where credit is due. NEVER use random images that you find online or repost content without giving credit to its creator. This practice is just not okay and can get you into trouble. If you repost content from another account, be sure to tag them. We also recommend tagging fellow businesses or local influencers if they are featured in your posts – hopefully they'll do the same for you.

DO track, adjust, and ask for help. Every social platform has analytics specific to each post, beyond just your number of likes. As you implement your social strategy, use these tools to keep track of what works and what doesn't, so you can fine-tune your efforts and improve results. And if you are struggling to gain traction, don't be afraid to ask the Bark Busters home office or other Bark Busters trainers for help! Having the courage to ask separates great business owners from good ones.

DO have fun! Your business profile should reflect who you are while also staying true to the Bark Busters brand, but that doesn't mean you can't give things a little pizzazz. Be true to

yourself and don't be afraid to jazz up your posts with things like emojis, hashtags, taglines, and more (used judiciously, of course!)

VISUALS:

"A picture is worth a thousand words" rings especially true in the current social media environment. Whether you are using original photos or stock imagery, it's critical to share high-quality graphics and images that represent your business and our brand. We highly discourage the use of AI-Generated Images. We are a real company with real clients, real dogs and real situations. Also, please be sure your images reflect our training philosophy. If we generally discourage clients from picking up dogs or hugging dog, our pictures shouldn't reflect this behaviour! Below are some example images featuring equipment, dogs, and children that we would NOT want to see associated with Bark Busters.



CHILDREN:

Please steer clear of any images that depict a child kissing, hugging, or laying on a dog. While these images are sweet and are often seen in the media, we hear horror stories weekly of children and people who have been bitten by their family dog. We don't condone this type of interaction between young children and dogs, so we shouldn't share these images on our platforms.

FOOD:

At Bark Busters, we believe that every dog has four basic needs – food, shelter, safety and leadership, and entertainment. If one or more of these needs aren't being met, misbehaviour will likely follow. While food is at the top of this list, and all dogs need adequate nutrition to feel fit and healthy, it's critical that we steer clear of giving specific advice about diet and food brands on our public platforms. Our international brand relies on referrals from various partners, including veterinarians; as a business, we refer all questions about medical issues, including nutrition, to our veterinary partners.

DOGS WITH CROPPED EARS AND/OR DOCKED TAILS:

Many animal welfare groups are against ear cropping and tail docking; some countries have even banned 'docked' tails. Breeds that are often subjected to ear cropping include (but are not limited to): Boxer, Bull Terrier, Cane Corso, Doberman, Great Dane, Pit Bull, Pit Bull Terrier, and Staffordshire Terrier.

It is okay to post pictures of your canine clients with cropped ears or a docked tail on social media, and/or provide their photo along with a review (with permission from their pet parent in

both instances, of course). We should provide authentic images of the dogs that we train, but please avoid using images with these dogs as branded marketing on your social media.

Examples include:



EQUIPMENT:

Please be sure no images or graphics contains equipment of any kind that is averse to our Bark Busters training methods (especially when using or sharing photos that are not your own). This includes no check chains, choker chains, or pronged collars, also known as spiked collars, as well as no externally spiked collars. Never post photos including e-collars, also known as electric collars or boundary collars, which are currently banned in most countries but not yet banned in North America. The same applies to chain leads or extendable leashes or leads, responsible for many injuries. Examples of equipment that should never be featured in Bark Busters images:



And as we say to our clients, PLEASE CALL ANY TIME if we can help!

BARK BUSTERS TRANSFER OF SUPPORT POLICY

SUMMARY

The Bark Busters Transfer of Support Policy provides Canadian trainers guidance regarding their obligations to provide ongoing training support to clients who have the Bark Busters Life of Dog Support Guarantee.

All active clients who have a Bark Busters Life of Dog Support Guarantee – from any city, province, or country – should be warmly welcomed and offered prompt service by their new local trainer who covers the postal code of their residence.

Trainers should offer no resistance or delay in booking a revisit lesson as needed, and no additional fees will be charged to clients transferring their Life of Dog Support Guarantee to a new territory.

Trainers should take the opportunity to demonstrate to new clients the significant value of a free transfer of service included in the Life of Dog Support Guarantee – a warm welcome and successful training in a new home can be a great way to get positive client reviews and new referral business!

TRANSFERABILITY - EXCLUSIVE TO LIFETIME CLIENTS

The Life of Dog Support Guarantee is the hallmark of the Bark Busters brand, created by Danny & Sylvia Wilson to carry out the Bark Busters mission of saving dogs from the need to be rehomed or euthanized. It provides clients an important reassurance they will continue to receive in-home dog training support for the life of their dog at any residence currently covered by a Bark Busters trainer.

All Bark Busters trainers are required to offer the Life of Dog Service to clients, and we strongly encourage the Life of Dog Service to be the **ONLY** service offered to clients.

Clients of Bark Busters who have purchased our Life of Dog Support Guarantee are entitled to ongoing training support, free of any new or additional charges, from the Bark Busters trainer servicing the postal code in which they are located. The ongoing support is provided only to the original owner(s) of the dog(s) whether their service began in the current trainer's territory or with a Bark Busters trainer in another city, province, or country.

Note: The Life of Dog Support Guarantee is transferrable to a new owner of the original dog for a transfer fee, which is the responsibility of the new owner.

If an active Life of Dog client seeks to transfer their support to a new territory, it may be the client who first reaches out to a local trainer to seek a revisit lesson, or the initial trainer may pro-actively seek to make an introduction of a client to a trainer in the new territory.

In either case:

The original trainer has a responsibility to have a discussion with the client, and share details with the incoming trainer, to make sure the trainer in the new territory, is set up for success, as much as possible.

The trainer in the new territory should warmly welcome the Life of Dog client and promptly connect with the original trainer to confirm and transfer all training notes to help make a seamless transition for the client.

It is highly recommended that the original client (and any new household members - ie: new girlfriend) be present for at least the first follow up with the trainer in the new territory.

MULTI-HOME DOG OWNERS:

On occasion, a Life Of Dog client may split time between residences that cross between trainer territories.

If a client initiates a Life of Dog Service at a one-time, short-term residency of less than 60 days, expect to split the total revenue earned with the successor trainer 50 / 50 if additional training is required within the first year.

Consult home office for any situations that remain unclear.

When in doubt about how to handle any client requesting additional training, err on the side of seeing the client and consulting the original trainer or home office as needed.

Home office may need to make one-off determinations regarding any situation that does not fit into the specific guidance outlined in this policy. In such situations, the goal will be to protect the integrity of the Bark Busters brand and the value of the Life of Dog Service provided by our trainers.

ONE TIME LESSONS

The Life of Dog Support Guarantee does not apply to One Time Lesson clients, nor is the One Time Lesson transferable to a new territory. This is considered a one-time "foundation" lesson and does not include any form of ongoing support. This should be clearly communicated to all One Time Service clients at the time of purchase.

Our Written Life Of Dog Support Guarantee is as follows:

If "Life of Dog" is indicated on this invoice you are entitled to Bark Busters' Life of the Dog Guarantee. This means a therapist will provide support as you need, for the rest of the dog's life. This service includes behavioural and/or obedience problems your dog is currently experiencing. It also covers any future problems that your dog may experience.

It is not a money back guarantee.

The guarantee is subject to the following conditions & as a client I agree to the following :

I am responsible for contacting Bark Busters immediately if I need help, if problems arise with the training, or if the procedure does not appear to be working.

I will give Bark Busters every opportunity to assist me to find a solution to any difficult problem my dog might have.

I will do my homework. I will follow the workplan and maintain the training. This includes setting the required scenes as outlined in the work plan.

I understand this guarantee is null and void if I use training techniques that are not part of the Bark Busters system. Other techniques I try like those demonstrated on TV, on the Internet, or that I read about may confuse my dog and hamper progress.

This guarantee is only applicable to the dog(s) named on the invoice. If my dog should be rehomed, the guarantee and the service will transfer to the new owners of the dog. A transfer fee will apply.

This guarantee is conditional on there being a Bark Busters trainer actively servicing the area in which your dog lives. If there is no trainer servicing the area, Bark Busters will help you over the phone, email and/or with videoconferencing.