

Translation of a letter from Evgeniya Belonoschenko, founder of Baby Club, originally in Russian:

Feedback to BEITRAINING

Attending the training programme 'Strategic Franchise Development' provided us with the following benefits:

1. Procedures, which Baby-Club initialised after and partially also during the training programme, showed immediate results.
2. We made important corrections in our team presentation of the Baby-Club Franchise.
3. We changed the style and format of our information package, i.e. we stopped distributing information early and randomly.
4. We adapted the contact process with our existing franchisees – this has partially resolved and partially aggravated the situation because people still go around us for direct contact.
5. We gained full understanding of the franchise model. We analysed which changes and developments can be expected in the future and have evaluated our potential in the market.
6. From the personality profiles of franchise salespeople, we learned to create an analysis of the profile and competences of our future franchisees.
7. We systemised our franchise selling process.
8. Our conduct of negotiations became more effective.
9. We have been trained and coached by acknowledged professionals of the franchise industry.
10. It was very pleasant atmosphere.
11. This training resulted in the turnaround in the development of our company, Baby-Club.

PS: Some facts: within three months after the training, we sold 7 franchise licences. An article was published about Evgeniya Belonoschenko in the magazine 'Forbes Women'. We participated in the radio programme Finam.FM.

We would like to thank Anja Pabst for coaching and supporting us after the training!

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