



SCHOOLEY
MITCHELL

TESTIMONIAL: Denis Tan

I used to be a digital marketing professional. Worked with medium-sized businesses and worked my way through large corporations like Footlocker. In the digital marketing world, we can either work with external vendors or internal staffing to market and promote a brand and/or product. Lots of marketing time and dollars are spent. And often, the results are never what the owner hopes for; to be the top or no. 1 ranking. Why? Because they were not spending enough marketing dollars. Even with blog writing or content writing, reciprocal linking, ads, re-targeting, Pay-Per-Click Ads, impressions, etc. I was tired of explaining myself to CEOs or senior management teams why online sales did not increase month over month or year over year.

So I decided to spend some time off and reflect on what I really wanted to do. I researched a few franchises, I spoke to a franchise consultant, did a personality test, and Schooley Mitchell came up. I listened to what Schooley Mitchell had to offer. Expense reduction. Helping businesses find ways to reduce their everyday expenses. It sounded great, and I wanted to learn more. I must admit, I was a little skeptical about it at first. And still today, if I put on the role of a prospective client, I would still be. But this was where it caught my attention. Schooley Mitchell only charges a portion of the savings that we find our clients over a period of time. If there were no savings, the clients literally just received a free audit. I feel that this business model was a great model because it's a model that everyone wins. Schooley Mitchell would be able to PROVE that there are savings to be found, and savings would be shared. And with the quarterly audits, we still continue to help the client stay on track with their savings.

Going through the learning process on becoming a successful franchisee, Schooley Mitchell has provided me a very robust training program. And even after graduating from the program, the team at Schooley Mitchell continues to provide support in all areas. Be it sales training, marketing, or advice from other franchisees, everyone has been and continues to be a great support. There are ups and downs while prospecting. There will be times that the prospective client's bills are already optimized. But with perseverance, and the drive to continue to help local businesses, Schooley Mitchell has proven to be a great business model.

(continued on next page)





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After a few years now, I have not regretted being a Schooley Mitchell franchisee one bit. Business has been great during the pandemic, and it continues to get even better post pandemic. I am able to help small non-profit organizations to multi-billion-dollar organizations, and the results are amazing. Most importantly, my clients have shown to be very appreciative of what I have done for them, more importantly, what the team at Schooley Mitchell continues to do.

-Denis Tan



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