

Business

Marilyn Fitchett editor/591-2300

128(F)



O&E Thursday, October 10, 1991



William Widger is the largest Domino's franchisee in Europe. His Bloomfield Hills home bears testimony to his many travels. DAVID STEIN

Pizza franchisee ponders growth in foreign lands

By David Stein
special writer

Smother my pizza with sweet corn, tiny shrimp and pineapple, say our British cousins.

These toppings are among the favorites in Great Britain, where William Widger of Bloomfield Hills has been selling pizza and the home-delivery concept with his America Pizza Co. for the past four years.

This spring, Widger, 54, joined the Domino's team. After turning 13 of his outlets into Domino's stores, Widger is now the largest Domino's franchisee in Europe.

Widger identified a time factor in making the switch with the coming of Europe's unified trade zone in 1992, opening the doors to 350 million customers.

"If we meet with success in England, I think it is a great jumping off point for (the rest of) Europe," Widger said.

He is neither a stranger to franchising nor good timing.

He founded Tuff-Kote Inc. in 1962 as an offshoot of W&M Products, an automotive supply company started by his father in 1940. By 1981, Widger and his brother

Russell had built the rustproofing service into a worldwide giant with 4,700 franchises in 67 countries as a partner of Astra-Dinol AB of Sweden. The visa stamps in Widger's passport became an ink blur as he handled the international side of the business.

AS AUTO COMPANIES took rustproofing in-house, Widger realized Tuff-Kote would have to explore new areas for sales. Astra-Dinol execs disagreed, so the Widgers sold out to them in 1981.

Widger and his family went to live abroad. But restlessness eventually gave way to restlessness, and Widger, through the suggestion of a Norwegian friend, began a chain of pizza stores along the highway corridor running from London to Birmingham, England.

Home delivery of food is still a novelty outside of London.

"Their eating habits are much like ours were in the '50s, where you came home, and every meal was eaten in the home. You just didn't go out," Widger said. "Sales go right up on payday or they order on kids' birthdays and things like that."

Please turn to Previous Page

Creative avoidance hurts sales prospecting

By Doug Funke
staff writer

• Did you hear about the salesman's philosophy regarding prospecting, or making cold calls, that was tied to the weather? His belief — If the weather is nice, no sense trying because no one will be in. If the weather is lousy, forget it because prospects will be in a bad mood.

• How about the salesman who acquired a batch of business cards from receptionists while making cold calls? He went back to his office and flipped off all the prospects without following up by rationalizing

reasons why they wouldn't be interested.

• And did you hear about the two sales colleagues who took half a day to do a 15-minute job on a computer, learned all about the computer in the process but didn't make a single sales call?

Denise Roberts, a Bloomfield Hills sales consultant who's writing a book called "The Weakest Link in Sales," has heard about these and other plays sales professionals use to avoid prospecting for new clients.

"I keep seeing it in company after company after company," she said. "The market changed. Companies had been resting on their laurels.

They lost momentum. With the economy being tight now, we can't let it go on any more."

Roberts offered an explanation for the procrastination.

"MOST PEOPLE avoid prospecting for fear of looking foolish or of being perceived poorly by the person contacted. It's not fear of rejection."

Her solution — a low-key, market-research telephone approach. "Something like, 'I have a product or service, I don't know if it's of any value to you. May I ask you a few questions?' I'm soft, I'm not going for the jugular, I'm not pushing for an appointment," she said.

Roberts, who has researched case histories for the book, is sponsoring a "creative avoidance" contest to get even more anecdotal fodder. Managers or sales pros can FAX (737-0825) their tales to her through Oct. 15.

Gag prizes will be awarded for the most humorous, most time-consuming and most original entries.

"I have seen sales managers try to deal with all kinds of avoidance by their staffs, and some of them can come up with really imaginative methods," she said. "One sales rep used to hide in the stairwells at the

Please turn to Previous Page

"I knew all the games. I played them, observed them."

— Denise Roberts
sales consultant



Personal exercise trainers compete with health clubs

By R.J. King
special writer

Tennis, squash and racquetball courts typical of health clubs are up against new competitors for fitness dollars in suburban Detroit: personal trainers who provide custom workouts either in homes or exercise studios.

Exercise studios are "the most efficient and safe way for people to get in shape, and stay that way," said Colin LaLonde, owner of Fitness By Design in Southfield. "We design a workout program to meet the individual fitness level and goals of a client," he said. "Clients are assigned a personal trainer to guide them through solid balance of muscular strength, endurance and flexibility."

Fitness By Design opened two years ago, and includes all of the exercise equipment typical of a major health club — stair climbers, treadmills, stationary bikes, free weights and a variety of arm and leg extension machines. Noticeably absent in the 1,300-square-foot studio are health bars, whirlpools and saunas.

Harold Fried, a partner with the Southfield law firm Fried, Saperstein, DeVine and Kohn, said he attends three hourly sessions a week at Fitness By Design, even though he is a member at a nearby health club. "I never had much luck working out in my basement or at the club. It seemed like the phone was always ringing or you'd wind up socializing with friends and colleagues," said Fried, who pays \$25 for an hour session.

"With the exercise studio, however, it's just me and the trainer. I know the program is being done right, and there's no waiting for a machine to be free. In six months, I've lost an inch and a half off my waist and I feel great."

EXERCISE STUDIOS are expected

'I never had much luck working out in my basement or at the club.'

— Harold Fried

ed to grow in numbers as more and more people become aware of the health benefits of regular exercise but find they have less time to work out or feel health spas are too crowded or too intimidating.

The pros of one-on-one training include personal attention, efficiency, motivation and commitment while the cons are the expense — prices range from \$25 to \$200 an hour — and the loss of the social element of an exercise class.

Personal trainers will also visit the home. Jan Jacobs, a competitive triathlete who holds a master's degree in exercise physiology, said she opened Fit For Health two years ago to provide personalized exercise programs for people who prefer their own homes.

"Mostly I work with business executives and women who want to get back in shape after pregnancy," said Jacobs, a Birmingham resident. "Following a fitness evaluation, I'll prescribe an exercise program for a client and be there every session to guide them through how often, how hard and how long."

Jacobs, who is also a dental hygienist, develops exercise programs for area athletes too. Fees are \$40 an hour. Like most personal trainers, Jacobs asks that clients pay 10 sessions in advance, to help instill commitment. Both LaLonde and Jacobs say they, or a member of their staff, are certified to design exercise and fitness programs for people who have high blood pressure or heart disease.

BEFORE EMBARKING on any physical training, both recommend people over 35 have a "stress" test done. The growing popularity of personal trainers has not been lost on area health clubs, though such trainers often oversee the progress of two or three people at a time, and in an informal setting.

Kitty Elenbaas, fitness director at the One On One Athletic Club in West Bloomfield, said the club has offered the use of personal trainers since it was redesigned from a tennis club six years ago.

"The use of personal trainers by our members has grown significantly in the last two years, but they still make up a small percentage of our total membership," she said. "People are aware that exercise is becoming more sophisticated, and they want to be sure they don't hurt themselves."

Currently, One On One has five trainers on staff. The fee is \$30 an hour, and includes, like most other programs, nutrition counseling. Specific dietary needs are referred to a physician.

When selecting a personal trainer, it's considered essential to choose one who is a member of either the International Dance and Exercise Association (IDEA) or the American College of Sports Medicine (ACSM) is considered essential.

"After an initial interview where we go over past medical history and any past or present injuries, we start out with a light workout and then see how the client feels before starting the next session," said LaLonde, an IDEA member.

"It's important to retest or you might have someone getting hurt. We also set realistic goals for our clients and let them know it usually takes two to three months before changes are seen in the body. But people will automatically feel better right away."

Are You Interest-ed?

Annual Percentage Yield
6.06%



Annual Percentage Rate
5.90%

For 107 weeks no other bank in Washtenaw County has paid a higher rate of return on this kind of account than InterFirst Federal Savings Bank!

Isn't it Time You Get Interested And Open An InterFirst Money Master Account?

It is the right time to get interested. Why? Because the most on your money, and even the most on your money, is when you open an InterFirst Money Master Account. There's no penalty for early withdrawal.

FDIC

InterFirst
Federal Savings Bank

InterFirst Federal Savings Bank gives you limited check-writing and other special privileges, doing

With a wide variety of services, you get all the benefits without tying up your money.

Part of what makes the InterFirst Money Master Account so attractive is the fact that it's a money market account, which means it earns a variable rate of return.

Just as an example, a \$10,000 account in this kind of money market account would earn \$600 in interest over a year.

Helping you
in money ways...



COMMITMENT TO OUR CUSTOMERS IS OUR TOP PRIORITY. WE ARE HERE TO SERVE YOU.

ANN ARBOR 665-1700 305 E. Eisenhower
DIVA YPSANT 482-5919 215 W. Michigan
YPSANT Twp 434-5400 2250 W. Michigan
MILAN 439-1521 106 W. Main
SALINE 429-2501 175 E. Michigan