



# FRANCHISING

---

BUILDING THE FUTURE TOGETHER

# International Franchise Sales:

## Lead Sources & Best Practices for Qualifying Leads & Closing the Deal



**48<sup>TH</sup>** ANNUAL  
CONVENTION

FEBRUARY 9-12, 2008  
MARriott WORLD CENTER  
ORLANDO, FLORIDA



# Our Panel of Experts

- William Le Sante – Le Sante International
- Burt Yarkin – Cartridge World
- Yoshino Nakajima – Home Instead Senior Care
- Kristin Houston – US Commercial Service

# How to Generate the Most Qualified International Leads

# How to Generate the Most Qualified International Leads

- Internet Franchise Portals
- International Franchise Exhibits
- Industry Exhibitions
- Franchise / Official Trade Missions
- In Country Business Network

# US Commercial Service

- **Global Network of International Trade Specialists with 105 Offices in the US and 162 International Offices in 84 Countries.**
- **Customized Programs and Services for US Franchisors and Overseas Investors.**

# Programs & Services

- Stage 1: Assessing the Market Opportunities
- Stage 2: The Search – Facilitative Assistance
- Stage 3: The Search – Promotional
- Stage 4: The Search – Appointment Setting
- Stage 5: Qualify & Validate
- Stage 6: Sign Master Franchise Agreement

# How to Validate an International Franchisee Candidate



# How to Validate an International Franchisee Candidate

- Well crafted Master Franchise Application
- Qualified Selection Process
- Profile Interviews

# Validation Process

- USCS - The International Company Profile
  1. Detailed Background Report
  2. Listing of Senior Management / Background
  3. Banking & Other Financial Information
  4. Expert Assessment on Suitability to Meet Your Needs
  5. Opinion on Company Strength vs. Competitors
  6. Opinion on Strength of the Industry

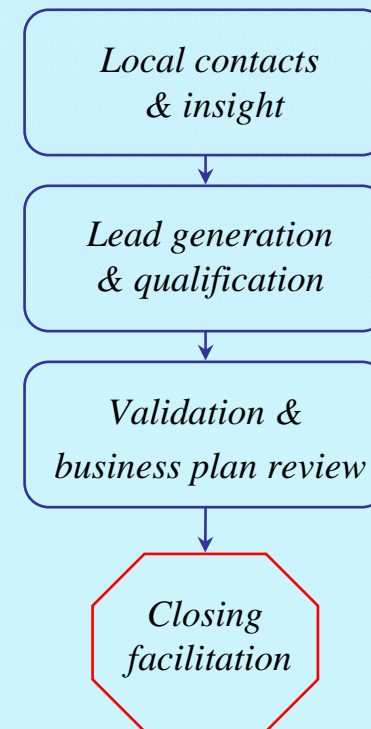
# Use of Consultants in International Development Markets

# Using Consultants in International Development Markets

*Consultants can be very helpful as you look to franchise internationally*

## Key Roles that Consultants can Play:

- Country visits & local insight
- Generating leads
- Qualifying leads
- Validating candidates
- Review of business plan
- Start-to-finish – A new franchisee



# Choose a Qualified Consultant

- How knowledgeable are they of the markets?
- How much time do they have to devote to your franchise?
- Do they have excellent references?
- What will it cost to have them work for you?

*Best of luck – it's a big world – expect the unexpected!*

# Thank You

- Questions ???
- Contact Information
- Evaluation Forms