



Franchising

Building local businesses,
one **opportunity** at a time.



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CONVENTION

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GETTING FRANCHISEES ENGAGED, PRODUCTIVE AND PROFITABLE

Developed By:
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INTRODUCTION

- Why this topic is so important
 - What happens when your franchisees are not engaged
 - What does engagement look like
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Creating a culture where franchisees
truly embrace your vision, mission and
values

DEVELOPMENT PROCESS

- Recruitment (vs. “Sales”)
- Qualification/screening
- Managing expectations
- Providing a realistic picture
- Getting buy-in on key aspects
- Validation process
- Discovery Day

ON-BOARDING PROCESS

- Critical stage...time to build trust and respect
- Need a smooth process
- Elements depend on the particular system: site selection, build-out, training, ordering, hiring, opening, etc.



ON-GOING SUPPORT

- Financial Metrics/Data Sharing
 - Tools to help franchisees understand their financial position
 - Collecting the right information and knowing how to use it to drive performance
 - Follow-up
 - Benchmarking the right information
 - Peer performance groups
 - Rock Star awards

ON-GOING SUPPORT

- Field Visits
- Purposes/Goals
 - Inspection
 - Coaching
 - Training
 - Communicating/Building Rapport
 - Qualities of ideal field business consultants
 - Anatomy of ideal field support visit

ON-GOING SUPPORT

- On-Going Education and Training
 - Business training
 - Operations
 - Sales training
 - Mentoring programs
 - Effective use of Intranet
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ON-GOING SUPPORT

- Advertising and Marketing
 - Focus on Franchisee Profitability
 - Excellent area for meaningful franchisee input and collaboration
 - Social media

ON-GOING SUPPORT

- Meetings/Conventions
 - Getting participation
 - Programming
 - Regional meetings
 - One-on-one coaching

COMMUNICATION AND EMPOWERMENT

- Establish a culture of active listening and mutual respect
- Be transparent
- Be responsive
- Keep commitments
- Franchisee Advisory Council
- Other Franchisee Boards/Committees
- Satisfaction Surveys
- Group Calls
- Individual Calls/Coaching
- Multiple vehicles of communication
- Recognition

MANAGING CHANGE

- Need to be at forefront of change (don't be reactionary)
- Keep focused on end goal:
 - Unit level economics (including frequent user customers)
 - Present the business case for change
 - Get franchisee buy-in
 - Market research/customer surveys
 - Test market
 - Franchisee Advisory Board support
 - Incentives

RE-ENGAGING FRANCHISEES

- Importance of recognizing a problem early on (what are the signals that the franchisee has become disengaged?)
- Next steps (how to effectively address problem)
- Boot camps/retraining
- Exit strategies
- Conflict resolution



Wrap up and Questions





Thank You!