

IFA 2018

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**Know Before You Go: Tailoring Your Visit to
a Specific Franchisee's Needs**

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**Frank
Todisco**

ServiceMaster
Sr. Director, National
Sales

**Rob
Goggins**

Great Clips
President

**Glee
McAnanly**

ServiceMaster
Vice President
Franchise Relations

**Angela
Cote**

Company
Name / Title

OBJECTIVES FOR TODAY'S SESSION:

- How to maximize the relationship between the franchisee and franchisor
- Importance of Individualized support
- How to create a culture of mutual accountability
- Understanding what makes a successful franchisee

CONCLUSIONS:

- How to maximize the relationship between the franchisee and franchisor
- Importance of Individualized support
- How to create a culture of mutual accountability
- Understanding what makes successful franchisees