

LUNCH N LEARN

Shifting From a Development Process to an Award Experience

IFA WEBINAR SERIES

4/11/2023

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Speakers



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**How do you
differentiate
your brand?**

How to shift from a development process to creating an amazing **award experience**

Why is this important?

- When you know your differentiators, it is easy to go from a selling mindset to a coaching mindset
- Helping Clients fall in love with your brand
- You want your Clients to know and also feel that they are making a good choice for themselves and their families
- It allows you to keep an open mind, and therefore not miss out on what can be your next, amazing Franchisee

What
experience
does your
franchise system
create?



The Current Job Market

- **By 2026, more than 10.3 million people in the American workforce will be self-employed**

Source: U.S. Bureau of Labor and Statistics

The Current Job Market

Challenge #1
Great Resignation

Challenge #2
Culture Transformation

Challenge #3
Ageism

Challenge #4
Battered Career Syndrome



Every Crisis Has Made Powerful Corporations Even More Powerful!

The majority of firms cut staff and give the bulk of profits to shareholders.

86%

of American workers work 50+ hours every week for less money than they would have earned in 1980.



Zero Wealth

In 1980, the head of household worker needed 34 weeks of income to pay for housing, healthcare, transportation, and education for their family. By 2022, it had increased to 57 weeks (more weeks than in an actual year).

Poverty Bound

50% of American Workers over age 55 have no retirement savings and plan to work until they die.

It's a very risky plan.

Nearly 56% of current retirees HAD TO RETIRE earlier than planned due to health issues, job loss or caring for family.

Impact On Health

Illnesses from work-related stress cause 120,000 deaths every year.

Here's what America's billion-dollar franchising industry is achieving



Franchise establishments are set to grow at a rate of 1.9% to 805,000 franchise establishments in 2023. Franchise employment is forecasted to add approximately 254,000 jobs in the U.S. with the hiring of 8.7 million workers by end of 2023.

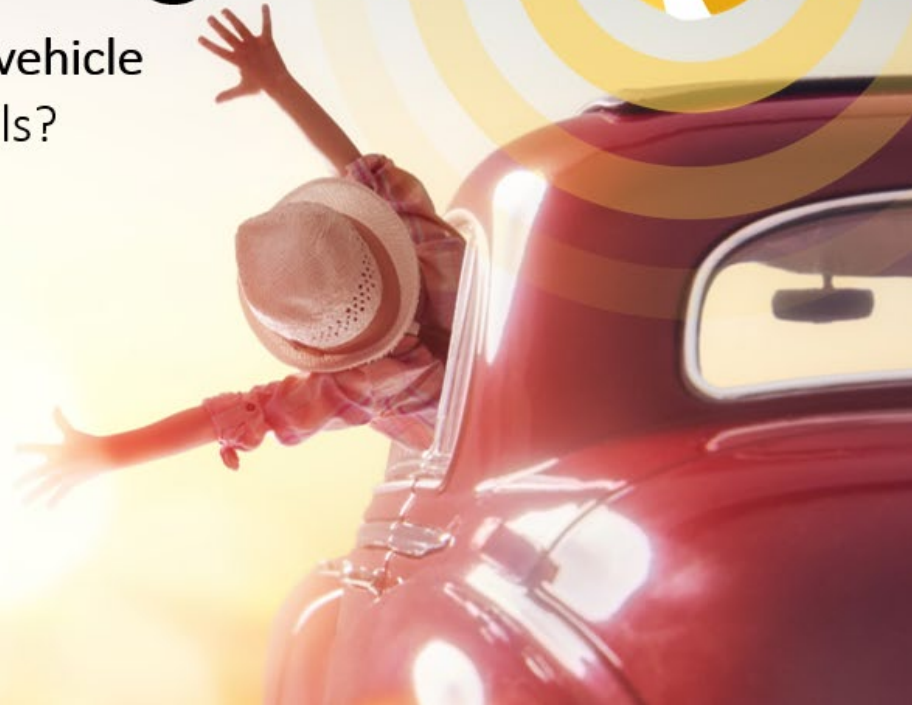
Overall, franchise businesses will contribute \$860 billion of economic output into the U.S. economy in 2023.

Mindset Paradigm Shift

Mindset Paradigm Shift

How will this brand serve as the vehicle that will help me achieve my goals?

Income
Lifestyle
Wealth
Equity



The SALES Mindset:

- **Sales-Reps** Qualify People Out: Only Focus on the Ready Willing & Able (5% of Population)
- **Sales-Reps** use High Pressure Sales Tactics
 - **Sales-Reps** are Focused on their company's Sales Goals not Client Goals

IS FEAR INDUCING

97%

of People Believe
**Sales-Reps to be
Untrustworthy**



The “WHY” Mindset:

- Create a “No Pressure” Safe Space. By Focusing on Transformative Coaching Conversations
- Provide Education
 - Put your Client's Income, Lifestyle, Wealth, & Equity Goals First

Meet the Client Where They're At

- **First Interaction is Key.**
- **Allow the Client to Feel in Control of Their Own Schedule.**
- **Address Fears/Anxieties of the Client.**
- **Adapt your communication style.**
- **Educate and Connect.**
- **Be deliberate in your experience.**
- **Build your experience on existing tools/resources.**

Start and End with the Client's Why.

From Process to Experience

Creating a safe space for discovery and allowing the Client to view your brand as a vehicle that can help them achieve their income, Lifestyle, Wealth, and Equity® goals creates a winning experience!

From Process to Experience

- 1. Define your unique differentiators. What sets you apart from every other brand in your industry?**
- 2. Evaluate your current process, and transition it into an experience**

Questions?

Thank you for attending!