

Building your Franchise Development Team for Success



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IFA Presents:



February 6, 2024



1:00 PM ET

Sponsored by:

THE ENTREPRENEUR'S SOURCE®
Career Ownership Coaching



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Awarding versus Selling

A Mindset Shift



Formalize Your Award Experience

- Define the activities that need to be completed at each stage.
- Identify the sales tools and resources that your franchise developers need.

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Formalize Your Award Experience



1

Get feedback from your franchise developers to ensure it is clear and easy to use.

2

Train *all* your franchise developers on the new award experience.

3

Make it a living document by updating regularly as your business grows and changes.

Set Goals for the Franchise Development Team

- SMART -Specific, Measurable, Achievable, Relevant, and Time-bound.
- Purposefully ambitious yet based upon real metrics.
- Communicate clearly and consistently to your franchise developers.
- Make sure they understand how their goals contribute to the overall team goals.





A CRM system stores, organizes, and manages information surrounding customer interactions.



THE VALUE OF A CRM
IN FRANCHISE
DEVELOPMENT



Understanding Common Metrics

- Total revenue
- Total prospects
- Awards completed
- Conversion rate
- Award cycle length
- Average award size
- Cost per prospect
- Net Promoter Score (NPS)
- New prospects
- Response time





Build an Accountable Team

- Talk to your team regularly about the progress they are making towards their goals.
- "Respect what you inspect."
- Hold weekly franchise development team meetings.
- Hold quarterly individual meetings with each franchise developer.



Ways to Celebrate Your Team

- Celebrate often, in-person or virtually.
- Celebrate individual wins, team wins, and company wins as they happen.
- Make the celebrations personal and highlight the accomplishments of individual franchise developer.
- Encourage the whole company to participate, showing your team that their success is valued by everyone.



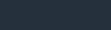
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Benefits of a Continuous Education Plan

- Increased awards
- Improved customer satisfaction
- Reduced turnover



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Develop a Continuous Education Plan

- What skills and knowledge do they need to be successful in their roles?
- What are the latest franchise development techniques, technologies, and trends that they need to be aware of?
- What training courses, workshops, or other learning opportunities will you offer?



What assessments are you using?

- DISC
- Driving Force
- KOLBE Strengths
- Gallup Strength Finder
- Predictive Index
- Working Genius
- Zorakle Profiles



DISC

Measures four dimensions of normal behavior

D How you respond to problems and challenges

I How you influence others to your point of view

S How you respond to the pace of the environment

C How you respond to rules and procedures set by others

Driving	Inspiring	Relaxed	Cautious
Ambitious	Magnetic	Passive	Careful
Pioneering	Enthusiastic	Patient	Exacting
Strong-Willed	Persuasive	Possessive	Systematic
Determined	Convincing	Predictable	Accurate
Competitive	Poised	Consistent	Open-Minded
Decisive	Optimistic	Steady	Balanced Judgment
Venturesome	Trusting	Stable	Diplomatic
Dominance	Influence	Steadiness	Compliance
Calculating	Reflective	Mobile	Firm
Cooperative	Factual	Active	Independent
Hesitant	Calculating	Restless	Self-Willed
Cautious	Skeptical	Impatient	Obstinate
Agreeable	Logical	Pressure-Oriented	Unsystematic
Modest	Suspicious	Eager	Uninhibited
Peaceful	Matter-of-Fact	Flexible	Arbitrary
Unobtrusive	Incisive	Impulsive	Unbending

Ways Your Team Can Collaborate

- Share best practices.
- Brainstorm and develop new strategies.
- Work complex deals together.
- Offer feedback and suggestions on presentations.





Working with Coaches, Brokers and Consultants

- When you collaborate with coaches, brokers and consultants, your brand gains more exposure to your target audience.
- Consider the level of industry competition within an organization and ensure there's no saturation in your industry before making a final decision.

Committed to the Win-Win-Win

- Make sure your franchise developers understand what they should expect from coaches, brokers and consultants, as well as what the coaches, brokers and consultants should expect in return.
- This sets up a Win-Win-Win scenario where the franchise developer, the coach, broker, or consultant, and the new franchisee all have a successful experience.



THANK YOU

For Your Attention

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