

The CEO Playbook for Sustainable Growth in 2025



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What's in the Playbook

- Welcome
- Differentiating your brand to attract the right franchisees
- Franchise development as a mutually selective journey
- How this combination creates a win/win
- Closing Remarks



The CEO Playbook for Sustainable Franchise Growth in 2025





Differentiating Your Brand to Attract the *Right* Franchisees

How does your brand stand out?

- Identify your unique selling points
- Identify what sets your culture apart



Unique Selling Points

- Consider your franchise's position within its industry.
- Understand your brand differentiators.
- What unique offerings, values, or services differentiate your brand from the rest?

Unique Selling Points

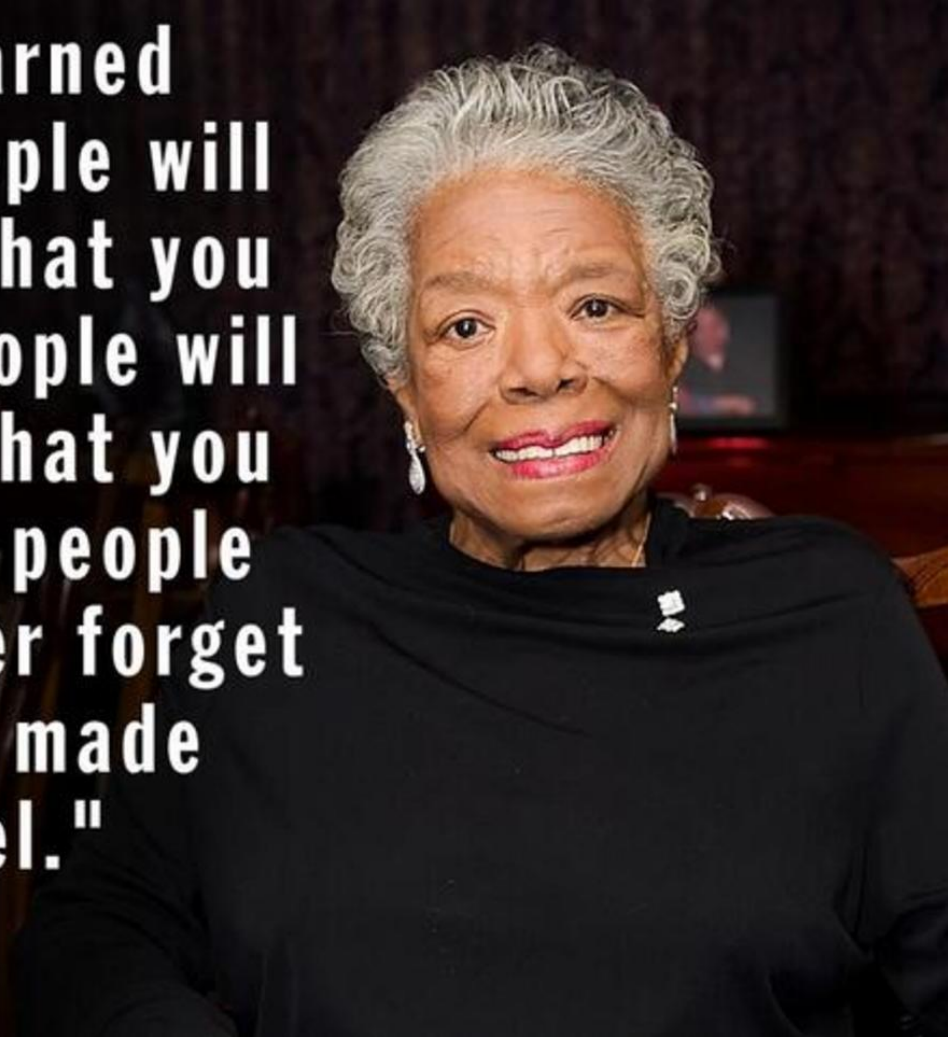
- Customer service
- Style or atmosphere
- Sustainability efforts
- Community involvement
- Values

What Sets Your Culture Apart?

- Your culture plays a crucial role in attracting franchisees and maintaining a consistent customer experience.
- Emphasize the exceptional aspects of your culture to set your franchise apart from competitors and foster a positive work environment.

**"I've learned
that people will
forget what you
said, people will
forget what you
did, but people
will never forget
how you made
them feel."**

Maya Angelou



Franchise Development as a Mutually Selective Journey



Award a Franchise (Do not sell)

- Use a 3-step strategy
 - Educate
 - Discover
 - Award



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The Journey: Use the 3-stage Strategy



- To make franchise candidates feel invested in your brand, you need to create a unique and meaningful experience.
- This involves a three-stage approach: educate, discover, and award.
- By focusing on these key elements, you can attract franchise prospects who are eager to join you on your journey towards success.

Educate

- Provide your prospects with high-quality, relevant information that gives them insights into your franchise's core values, vision, and offerings.
 - Remember, you built a compelling story. Now's the time to tell it.
- Educate them about the market, industry trends, and competitive landscape.
- This stage demonstrates transparency and builds trust.

Discover

- Encourage franchise candidates to dig deeper into your franchise by offering them opportunities to meet your team, speak with current franchisees, and engage in hands-on experiences.
- This stage allows prospects to evaluate whether they have the skills, passion, and resources to thrive in the franchise system.
- This stage also allows prospects to identify if your franchise will meet their ILWE (Income, Lifestyle, Wealth, and Equity Goals).

Award

- Once your prospects have demonstrated their commitment and qualifications, it is time to extend a formal invitation to join your franchise network.
- This stage is crucial, as you are not merely selling a business opportunity but awarding a partnership that's built on mutual trust and dedication.





How Differentiation and a Mutually Selective Journey Create a Win/Win

Creating a win/win

Your differentiation efforts and awards process help the system as a whole

- Franchisee Success and System Sustainability
- Brand Reputation and Growth
- Financial Stability and Scalability



Franchisee Success and System Sustainability

- Profitable franchisees: When individual units thrive, franchisees are more likely to stay invested, renew their contracts, and become successful brand ambassadors. This translates to long-term sustainability for the entire franchise system.
- Attracting new franchisees: Strong unit economics demonstrate the profitability potential of the franchise, making it more attractive to prospective franchisees, leading to faster network expansion.
- Reduced churn: Satisfied franchisees with healthy earnings are less likely to leave the system, minimizing franchisee churn and protecting brand integrity.

Brand Reputation and Growth

- Positive customer experience: Profitable units can afford to reinvest in staff training, quality ingredients, and better marketing, leading to a better customer experience and positive brand perception.
- Organic growth: Satisfied customers become loyal brand advocates, driving organic growth through word-of-mouth recommendations and repeat business.
- Investor confidence: Strong unit economics attract investors who see the potential for profitable growth, leading to easier access to capital for further expansion.

Financial Stability and Scalability

- Predictable revenue: Consistent profitability across units makes forecasting revenue and managing cash flow easier for the franchisor.
- Reduced financial risk: A system with healthy unit economics is less susceptible to economic downturns or market fluctuations, ensuring financial stability.
- Sustainable reinvestment: Profitability allows the franchisor to reinvest in system improvements, marketing initiatives, and franchisee support, further strengthening the entire network.

THE BUILDING BLOCKS FOR SUCCESS

- It's clear that sustainable franchising starts with thoughtful differentiation and a development process that truly awards the right candidates
- We're passionate about helping brands like yours implement these best practices to grow.
- Contact dbesbris@franchisesource.com for more information



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