Initial Call (Step 1)

"Your Objective" direction	**"How to prepare for the Initial Call"**
• Qualify the candidate 1. Uncover the candidates a. Mindset b. Money c. Motivation 2. MUST MUST MUST uncover the PAIN • If qualified, get them to take the SpotOn! • Get them to commit to and schedule the Candidate Research call (Form)	• Have the candidate research form ready • It is best to record calls in the beginning because you need as few distractions as possible. (Must let candidate know call is being recorded for training purposes) • Find the lead in TieiT and have an open activity ready to record your call notes. • Check these things prior to call 1. Lead Information 2. Google the Candidate 3. Check the LinkedIn and Facebook profiles of the candidate • Have SPIN Question Chart open 1. Open to General Questions
***Qualified Definition** • Within 6 months to open a business • Has at least $20,000 in capital to invest • Has a need or PAIN	

Step 1 - Initial Qualifying

Our goal with this step is to determine if the candidate is qualified to move to the next step in the process. We are also trying to establish our credibility and value to the candidate.

Initial Qualifying Process

The following are the first things you will say when you start the call. You should have the Candidate Research Form in front of you and ready to begin inputting your candidate's answers.

"You requested franchise information; I'm following up regarding that."

- Give a few details about the requested information.
- It is imperative that you get your candidates permission before proceeding.

"Do you mind if I ask you a few questions about your inquiry?"

"Usually when someone is looking for a franchise it's because something is happening in their life, what is that for you?"

At this point, you will move to the <u>Candidate Research Form</u> and to continue your question. This form is where you will record your candidate's answers.

"Did something happen in your life that caused you to start looking for a franchise?"

"Can you tell me more about that?" – [PAIN]

"What kinds of franchises are you interested in? And why?"

"Do you mind sharing a little about your background and work experience?"

"What's the timeframe you had in mind for wanting to do this?"

"Have you thought about what type of investment you would be comfortable investing if you found the right business?" (If hesitant, *would it be above $500,000 or below*?)

"Do you know your Credit Score?"

Step 1 - Part 2 - Value Statement

The following are your value statements. Ask their permission before proceeding to the questions in Step 2 of the Candidate Research Form.

"Thank you for sharing. Do you mind if I share a little bit about me?"

- Share something personal that qualifies you to help them.

Example:

"I was in your shoes once looking for a franchise to buy. What I found was...."

"I've been in franchising for X years. I was a franchisee with X company. From that experience, I learned what makes a good franchise and what the needs of a franchisee are."

"I've been helping people through coaching and development for X years. I found that there are a lot of really smart people looking at the wrong things when they are buying a franchise. Having gone through this experience myself I was able to do a proper investigation and negotiate the best terms for my business. Today, I help others do the same."

The Following Is Your Value Script

- **Why They Need You**

"We do things differently than others in this industry."

"Most people focus on the marketing materials and sales presentations of franchises... We don't."

"We look at what the franchise has to disclose instead of what they want to disclose."

"Only after we have reviewed their records, do we look at the marketing and sales material."

- **Establish Long-Term Agenda**

"We do this because... we have long term plan with you."

"Our intention is to give you all the information... so you can make a decision that is best for you."

- **Establish Referral Request**

"We are going to invest extra time and money into your success."

"And because we build our business on referrals, our intention... is to support you in the franchise award process and once your business is running."

"In exchange for that, we ask that when people ask you how you got into your franchise, you tell them about us."

"Does that sound fair to you? Can you agree to that?"

Step 1 – Part 3 – Summarize Their Qualification

Your objective at this point is to make a determination of whether or not they are qualified in order to proceed.
They must have at least $20,000 -- Must be willing to purchase within 6-Month -- and must have a PAIN!

"You said your skills were X, Y, Z. At this point, I would say you are qualified to move to the next step in the process if you choose to."

Step 1 – Part 4 – Explaining the Process & Next Steps

- **Establish How You Are Paid**

"My services are paid for out of the franchises marketing budget. Legally, the franchisor is not allowed to change their fees. So working with me will not cost you any additional money. I do ask that if you are interested in a franchise, please let me know and I will do the registration and research for you. That is how I am paid. Can you agree to that?"

- **Establish Your Process**

"To let you know how this works, we follow a research process."

"You and I will have a couple calls to put definition around what the business will look like."

"It is important for us to know about your market, your strengths, your objectives, your work-style, risk tolerance and financial expectations."

- **Establish Your Value**

"We will be researching the franchise with you. Much like a partner in the business would."

"We will help you to see the advantages and disadvantages of each concept. By knowing the weak spots, it gives you leverage for negotiations with the franchise."

Planned Advance

"I am going to be sending you a business assessment. It should take you about 10-15 minutes to fill out. This will tell me what your risk tolerance is, the stage of business you'll be best suited for, your work-style and more. Please fill that out because we will be going over that on our next call.

Also, on the next call, we are going to fill in the details of what kind of business will work best for you."

Schedule the Next Call Before Hanging Up!

- Should be within 24 hours, NO later than 48 hours
- Remind them to complete the SpotOn! prior to next call, as you will be going over it together.

Follow Up

- Capture call notes through an Activity in TieiT.
- Set Next actions in TieiT.
- Make sure appointment is on calendar for next call with call-in details.
- Send SpotOn! and follow up email to the candidate – include the calendar information.