

Keys to Franchise Brokering

SPIN TECHNIQUES

Situation | Problem | Implication | Needs Payoff

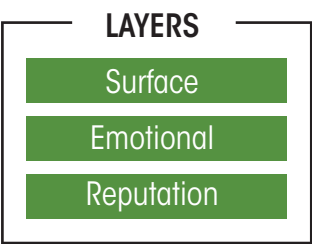
BEFORE EVERY CALL:

- Prepare Your Questions
- Refer to the Spin Workbook for templates
- Create a planned advance

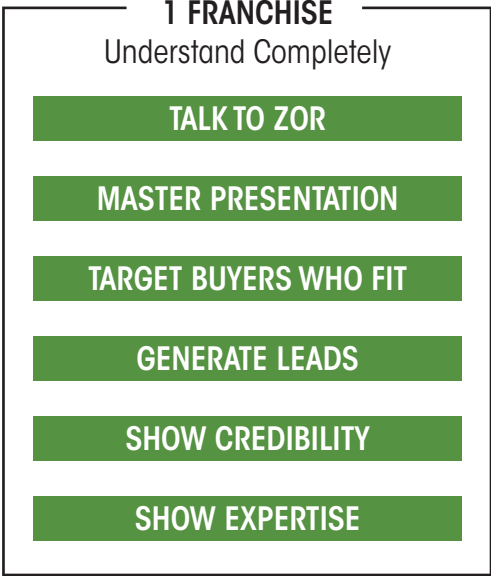
CHECK QUESTIONS BEFORE USE:

- ☐ Open ended
- ☐ Offensive
- ☐ Relevant

Get the buyer to move into the emotional layer and help them practice presenting for the reputation layer.



FRANCHISE SPECIFIC



FDD SUMMARY

Download and Use the Guide to ID Paramaters & Standards from the Resource Center.

FDD Summary: Stats Guide			
1 & 2	Opened locations per year		
	5 is low Ask: What are your plans for growth?	12 is a good pace	30 high volume Ask: How are you managing your growth? Check staff to franchisee ratio
3	Multi-Unit		
	Take the percentage of the total	Normal is 10% of total. Ask: What is your multi-unit strategy?	

10 STEP PROCESS

CREATE TANGIBLE EXPERIENCES

OFFER LONG-TERM RELATIONSHIP

Be specific. NOT general. It is More important to listen than to talk.

1. Initial Call
2. Candidate Research Form / SpotOn! Review
3. Franchise Education / Market Study
4. Funding
5. Research
6. Present
7. Introduce to Franchisor
8. Franchise Due Diligence
9. Validation
10. Close / Discovery Day

6 QUESTIONS

TO HAVE SUCCESSFUL DEAL YOU MUST ANSWER ALL OF THESE QUESTIONS TO THE CLIENTS SATISFACTION.

How much is it going to cost me?

How much money am I going to make?

How quickly can I make it?

What are other people saying about it?

How will I be supported?

Can I see myself doing this?