LESSON DESCRIPTION: This lesson explains how to conduct the initial call with a candidate.

The initial call is the most critical step. It determines if the process will move forward or not. In this lesson, the instructor will review the process and as class group work through a scenario to apply the knowledge.

PREREQUISITES: Overview of the Key Things You Need To Know
INSTRUCTOR: Amanda Ramirez
RESOURCES: Previously recorded session for training reference only
LESSON MEDIA: Initial Call Guide – pdf. And recorded sessions for training reference only
QUIZ: Class will be quizzed all week

YOUR OBJECTIVE & DIRECTION

1. Qualify the candidate
    - Uncover the candidate's
        1. Mindset
        2. Money
        3. Motivation
    - MUST MUST uncover the PAIN
2. If qualified, get them to take the SpotOn assessment
3. Get them to commit to and schedule the Candidate Research call

How to prepare for the Initial Call

1. Open the new generated lead and review your candidate's profile in the CMS. Open an activity task ready to record your call notes.
2. Check these things prior to the call
    - Lead Information
    - Google/research the candidate
    - Check their Linkedin profile, if any.
3. Have your SPIN Workbook open (Start on page 7)

What is a “Qualified” Definition?

- Within 6 months to open a business
- Has at least $20,000 in capital to invest
- Has a need or PAIN

Part 1 – Initial Qualifying

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

The following are the first things you will convey when starting the call. *(You should have the candidate's profile already open and have the task activity or note section readily to begin inputting your candidate's answers).*

Some Examples Scripts

“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 candidate’s 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 is because something is happening in their life, what is that for you?” …

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

“Can you tell me more about that?” – [PAIN] …

“How long have you been researching franchises?” …

“Have you ever worked with a franchise broker before?” …

“Are you currently looking into any franchises?   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?” …

Part 2 – Value Statement

The following are your value statements; ask for their permission before proceeding.

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

- Share something personal that qualifies you to help them.

Some Examples Scripts:

“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 only on the marketing materials and sales presentations of the 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, we look at the marketing and sales material.”

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?”

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-Months, 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.”

Part 4 – Explain the Process & Next Steps

Establish How You Are Paid

“My services are paid out of the franchise's 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. research and introduction for you. That is how I am paid. Can you agree to this?”

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 a 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.

PLANNED ADVANCE

Sample Script

“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 the next call, as you will be going over it together.

Follow Up

- Capture your call notes through the Task Activity in your Candidate Management System.
- Set the next actions task in your CMS or other CRM.
- Make sure to set the meeting appointment on the calendar for the next call along with the call-in details.
- Send SpotOn assessment link in a follow up email to the candidate – include the calendar meeting information.

YOUR TALKING POINTS

Why should the candidate want to work with you?

- Zorakle (business assessment)
- Large selection of franchise inventory
- Exclusive partnership with Franchise Grade (franchise research and data analytics)
- Unique partnerships with franchise lawyers, funding sources and CPAs.