

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.

LAYERS

Surface

Emotional

Reputation

FRANCHISE SPECIFIC

1 FRANCHISE

Understand Completely

TALK TO ZOR

MASTER PRESENTATION

TARGET BUYERS WHO FIT

GENERATE LEADS

SHOW CREDIBILITY

SHOW EXPERTISE

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. SpotOn Review / Candidate Research

3. Franchise Education / Market Study

4. Research

5. Present

6. Funding

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 CANDIDATE'S 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?