

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?	

FBA Brokering Sales Process Roadmap

- Build Tangible Experiences
- Propose Long-Term Relations
- Specificity is key. More importantly, listen rather than speak.

1. Initial Call (Step 1)

2. SpotOn / Candidate Research (Step 2)

3. Franchise Education (Step 3)

4. Research (Step 4)

5. Presentation (Step 5)

6. Funding (Step 6)

7. Introduction to Zor (Step 7)

8. Due Diligence on the Franchise (Step 8)

9. Validation (Step 9)

10. Discovery Day (Step 10)

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?