Franchise Training Institute

Introduction to CPA - Optional

Lesson Description: Get the candidate in front of a CPA as early as possible. This creates higher buyer confidence and is an unbiased approach, since they are not trying to push a product.

While it is not always easy to have this step this early in the process, the better capitalized and more reserved a candidate is, the more likely this will happen in the later stages of the process. So your objective is to start this process as early as possible so that the candidates can see what their options are and you can be certain how much they might qualify for.

Prerequisites:

— What You Need to Know to Be a Successful Franchise Broker
— The question-based broker points of SPIN Selling
— Initial Call (Step 1)
— Funding (Step 2)
— Candidate Research (Step 3)
— Franchise Education (Step 4)
— Research (Step 5)
— Presentation (Step 6)
— Introduction to Zor (Step 7)
— Due Diligence on Franchise (Step 8)

Instructor: Amanda Ramirez, Franchise Sales Trainer
Resources: CPA Vendor Partner, Michael Reeder from Swartz & Reeder Advisors
Quiz: N/A

How to Prepare for the Call

Get an introduction scheduled with our CPA (Michael Reeder) via email.

Candidates and CPA can be introduced through email and the CPA will contact the candidate to schedule a call, or you can schedule the call directly through the CPA's calendar link.

Here are potential funding options:

1. **SBA**
2. **SBA Micro**
3. **Rollover**
4. **Unsecured**
5. **Equipment leasing**
6. **Private equity**
7. **Traditional asset-backed** – ie. home mortgage

Planned Advance

- Get an update from the CPA and find out if the candidate can qualify for a Franchise and how much they might qualify for.
- Make sure the SpotOn call is scheduled on the calendar.

Talking points to your candidate:

- "With your SpotOn assessment, we will compare your profile with the top performers within different franchise concepts to see if we can find a list of concepts where your profile matches theirs."
- "We will also review the information we have so far discussed ***(Initial Qualifying Form)***."

Where to locate the contact information for the FBA Vendor – Accounting to book a free consultation call for your candidates.

1. On the fbamembers site, click on **Vendors** from the left-hand side panel.

2. On the dropdown menu, select **Accounting** and hit search.

3. Click on **Swartz and Reeder** profile.

Additional Learning Resources

Recording of sample role-play of "Initial Call with the CPA" for training purposes.