



Presentation (Step 5)

Lesson Description: This lesson explains how to conduct the presentation call with a candidate.

The presentation calls should be positioned as a beginning spot for the research, not the final franchise. In this lesson, the instructor will review the process and may possibly review a real case study or conduct a live presentation call.

Prerequisites:

- What You Need to Know to Be a Successful Franchise Broker
- The question-based broker points of SPIN Selling
- Initial Call (Step 1)
 - Intro to CPA – Optional
- Candidate Research (Step 2)
- Franchise Education (Step 3)
- Research (Step 4)

Instructor: Amanda Ramirez

Resources: Presentation guide with scripts, questionnaire to ask the franchisor

Quiz: Interactive Q&A throughout the week

How to Prepare Your Presentation Call

The objective of this call is to help the buyer come to their own conclusions that one of the franchises you've presented could work for them.

1. Make the presentation interactive.
2. Check for the candidate's responses throughout the presentation.
 - Don't go too far without checking in with their feelings and reactions.
3. Make it specific.
 - They need to see how they can benefit from the opportunity.
4. Your goal in this step is to ensure they have selected at least 1 – 2 franchise opportunities they are interested in learning more about.

It's important to remember:

1. Do not present anything too long without getting feedback from the candidate.
2. Do put the presentation in uniform.
 - A day in a life visual description is very important to help the candidate understand their role in the business.
3. Build upon the candidate's opportunity by accessing resources/networks/opportunities they already have.

How to Complete the Presentation Call

Call Structure

Opening

1. Open the presentation visuals.
2. Touch base
 - “Have you given any further thought to our call yesterday?”
 - “Has anything changed since we last spoke?”
3. Go into PAIN – Use prepared SPIN Questions.

Set expectations and purpose of the call

1. Go over what they wanted in a franchise (using candidate's criteria).
2. Present each of the franchises to them.
3. This is meant to be a dialogue, not a monolog.
 - “This is one step of the process, we have met only a couple of times at this point, so this is not meant to be a final call by any means. This is simply the very beginning of the discovery process.”
 - “I will ask for your feedback on each, and then we will discuss openly and honestly what you like and what concerns you have. This way we will continue to refine your search until we are both totally confident we have a complete match.”

Presentation

1. Focus less on the franchise and more on what the franchise will do for the candidate.
2. Opening of the presentation.
 - Review what they've said about wanting in a franchise.
3. Franchise 1
 - Give details about the concept that matches what the candidate wanted.
 - Ask if they have any experience with this type of business.
 - How to apply this business for their situation.
 - Ask if they agree with the opportunity that was discussed.
 - Ask if they can think of any other ways this would apply to them.
 - Then give details about what the franchise is, a day in a life, and a summary of it.
 - Ask if they could see themselves in that type of role.
 - Ask if they believe that they could be successful in that kind of work.
 - Repeat with franchises using above tips #2 – 4
4. After presenting all the franchises, ask them to select which franchises they want to learn more about.

The next step in the process will be an introduction to the franchise.

The following are some examples of scripts for questions to ask:

- “Do you feel you are ready to begin a discussion with the franchise at this stage?”
 - (If the answer is no, create an experiential exercise for them to complete with you. If you can not be there, guide them to complete it and follow up with them along the way.)
 1. Visit a store
 2. Test the products and services
 3. Send additional marketing materials for them to discuss.
 4. Give them 48-72 hours to do additional research, and schedule a follow up call to discuss which franchises they want to move forward with.
 5. Send a video they can watch.
- “This is an award process. So there is no pressure, both you and the franchise are learning about each other to see if this is the right fit.”
- “I’m going to send you questions to ask the franchisor”.
- “The franchisor will reach out to you directly and schedule the call, they typically call and email as well.”
- “My best efforts will be made to be on the introduction call with you, if the franchisor will allow it. If I am unable to attend, you and I can have a weekly call so I can coach you accordingly and prepare you for the upcoming calls.”

Schedule the meeting with the franchise as quickly as possible. Add this as your task to follow up.

If the candidate doesn’t respond to the presentation.

Optional questions to spur thoughts:

- Pick one or two below – Don’t use them all at once.
 - “This is simply part of the buying process. Sometimes you have to see options to discover what you don’t like in order to see what you will like.”
 - “Every candidate goes through this process. We simply refine the search and go through another iteration of the process.”
 - “Can you help me to understand any further insight you might have to help me refine the search?”
 - “When this happens, it’s most commonly 1 of the 6 questions, which one is it for you?”
 1. What will it cost?
 2. How much money can I make?
 3. How quickly can I make it?
 4. What are other people saying about it?
 5. How will I be supported?
 6. Can I see myself doing this?

Other types of responses depending on the situation.

- “Please know that I’m not here to pressure you. I just need a good understanding so I can better refine your search.”
- “Can you think about the specifics?”
- “What specifically was the cause of the dislike of the brand?”
- “We work with franchises that are in a growth model. If they are too well known, they are often saturated. They are difficult to get into and challenging to grow because the territories are limited.”
- “Have you ever heard the phrase “buy low sell high”? The same investment model works for franchising.”
- “Do you mind if I ask you a few more questions?”
- “I’m just wondering, have you ever taken a job where you did not know the industry prior to getting into it?”
 - “How did you learn it?”
 - “Do you think you could apply those learning skills to a franchise outside of your experience?”

Follow Up

1. Send the candidate the materials you went over
 - Information Packet
 - Additional marketing materials
 - Comparison Grid
 - What to ask the Franchisor Questions – questionnaire form
- Submit a **‘Formal Registration.’**
- Let the franchisor know that you would like to be on the call.
- Message the zors in which the candidate did not select and let them know the candidate’s position.
 - **Polite option:** “Our candidate is still considering your franchise but has chosen to first explore another. I will let you know when they are ready to speak with you.”

Additional Learning Resources

This recorded broker mentoring session discusses how and what you can use to create materials for your presentation call.

FBA broker and trainer, Amanda Ramirez, along with others provide some really good insights and tips for this step process.