Franchise Training Institute

Research (Step 4)

Lesson Description: This lesson describes how you conduct and organize your research on the franchises using the FLS and preparing the presentation.

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)

Instructor: Amanda Ramirez
Resources: Independent Broker Referral Agreement and a sample presentation template (optional) to use.
Quiz: Interactive Q&A throughout the week

Research concepts that fit your candidate's SpotOn! Profile and candidate initial

This step requires a base understanding of the inventory and how to use the FLS.

How to prepare for this activity

- You need the SpotOn! assessment.
- The candidate's profile information.
- Access the FLS.
- Review the materials and identify the key drivers specific to your candidate.
- Prepare the information for your presentation.

What is needed to research the inventory

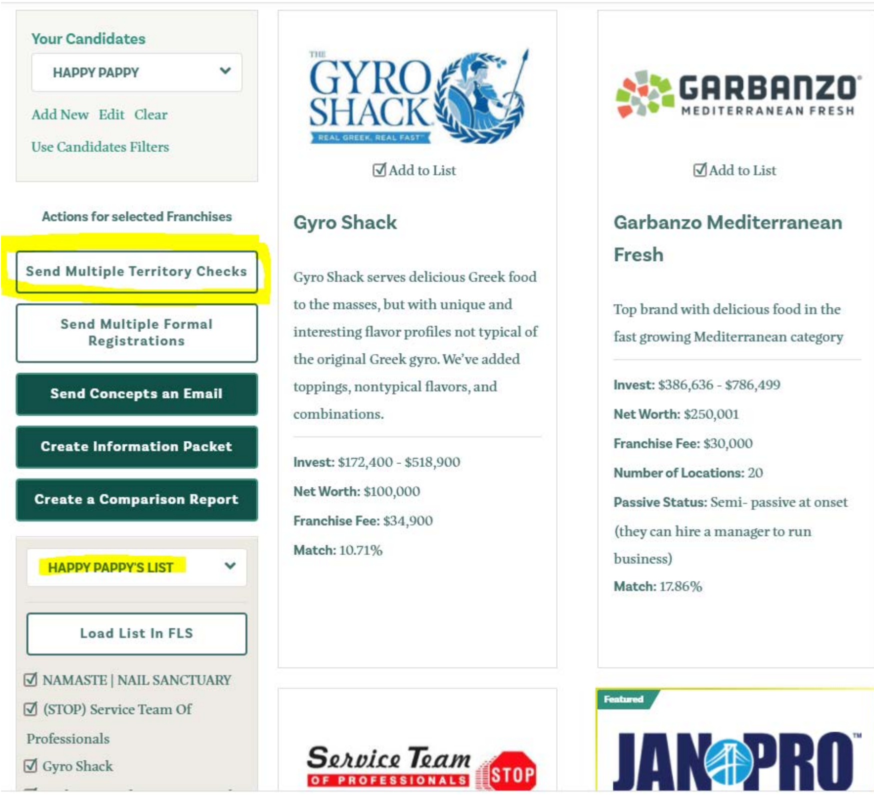
- Enter the most important characteristics for your prospective buyer.
- Entering details into the FLS.
- Create a list of possible franchises.

View franchisor's listing profile

- Look for things important to the candidate.
- FDD Summary
  - Check the FDD Summary to check the performance of the franchises
- Review their materials and recorded webinars.

Sending Territory Checks

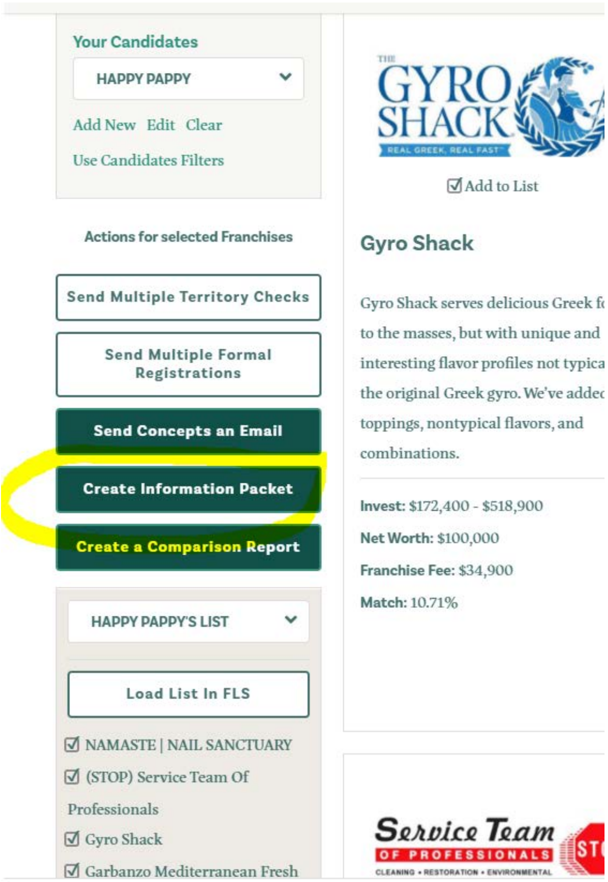
- Click the franchises' checkbox to add on your '**saved list**' and prepare for territory checks.
- Click on the '**Send Multiple Territory Checks**', then hit send.

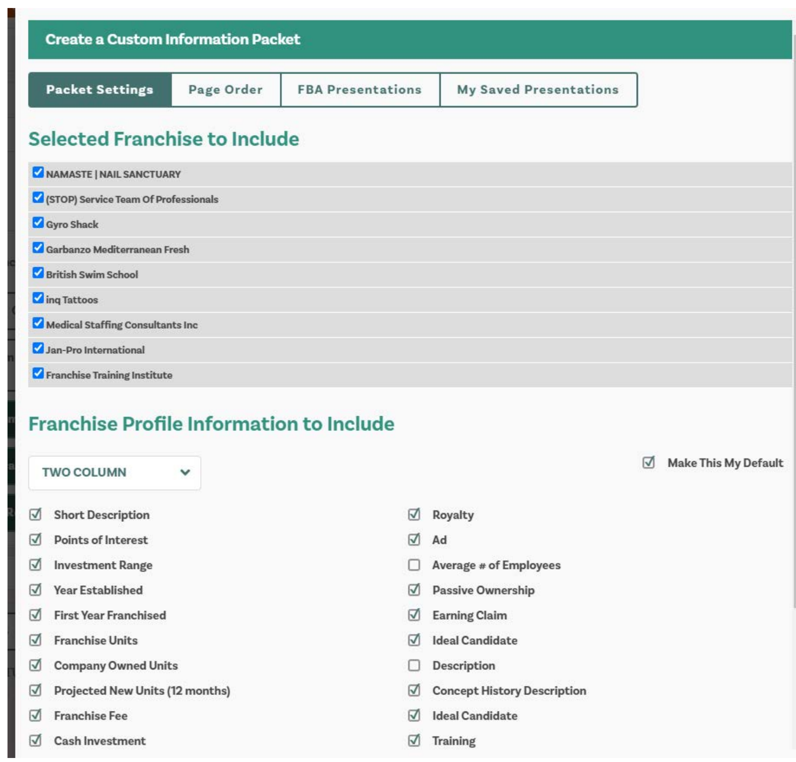


NOTE: Before finalizing the presentation, make sure you have confirmation approval from the franchises that the territory requested is available.

Create a Comparison Grid

- Create an Information Packet based on items important to the candidate.





NOTE:

- Comparing franchises within the same industry creates a cleaner comparison grid as opposed to different industries.
- Make sure you **DO NOT** show a franchise that has not been pre-registered to you.
  - *Include **ONLY** franchises that have been pre-registered through the territory check step.*

Preparing the Presentation Call

- Focus the presentation less on the franchise and more on what the franchise will do for the candidate.
- Open
  - Create your SPIN Questions
  - Describe what they've said they wanted in a franchise.
- Franchise 1 – 4
  1. Details about the concept that matches what the candidate wants.
  2. How to apply this business for their situation.
  3. Then, detail what the franchise is and a summary of it.
  4. Visuals
     - You can use the info sheets.
     - You can use the comparison grids.
     - You can create your own PowerPoint.
- Conclusion – Remember to have the candidate rate the franchises on a scale of from 1-10 (1 being the least favorite, and 10 being the most favorite).
- Add your notes so you won't forget – this is critical for finding out much deeper details and information.

Researching for brands out of inventory

When researching an out of inventory franchise, the broker must contact the franchise, negotiate a commission, and execute an independent commission agreement prior to sending their candidate's information.

Here is an example of a script to use when reaching out to these brands:

"Hello, my name is ______ and I have a highly qualified candidate interested in your concept."

- Do you have availability in this market? (*state the area*)
- Have you ever worked with a Franchise Broker before?
  - Are you open to working with one?
- How much is your Franchise Fee?
  - If they have not worked with a broker and are willing to work with you, explain you get compensated by getting a percentage of the Franchise Fee, (which is typically 40-60% of the FF).
  - If they are open to it, send an Independent Commission Agreement and get it executed. (*See attached Independent Broker Referral Agreement*).