



Day in a Life of Franchise Broker

Lesson Description: The objective of this lesson is to help the broker understand what the regular activities are; how to organize and align themselves with their brokering business.

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)
 - FDD Preparation Candidate Call
 - Introduction to CPA
 - Introduction to Franchise Attorney
- Validation (Step 9)
- Discovery Day (Step 10)

Instructor: Amanda Ramirez

Resources: N/A

Quiz: Interactive conversation - putting it all together

Guidelines and Steps

Follow Up

1. Check your CRM and emails.
2. Review your daily tasks and call list from your CRM or CMS (Candidate Management System).
3. Review your reports and pipeline view.

Call Leads

1. Prepare questions for the call – SPIN.
2. Help candidate – Taking candidates through the sales process.
3. Leave notes in CMS or your CRM – Tracking your communications is extremely important in high dollar transactions. The candidate wants to know you are paying attention. Strong note-taking skills help you remember details.
4. Create next action – creating the next action puts the candidate on the lists for your daily activities and to-do list. Without it, your leads could get lost in the system.

Marketing

1. Check Sales Reports – Lead Reports, Won Deals, Deal Monitor, Final Stage Opportunities, Pipeline Volume.
2. Check Lead Performance – Lead Report.
3. Prepare content – Newsletters, Drip Campaigns, Social Posts, Blogs.
4. Prepare Network touches – Developing relationships with long term referral channels.

Zor Research

1. Finding new zors to focus on – Research active inventory, look outside inventory.
2. Researching for candidates – Finding franchises for candidates interest.

Presentation Calls

1. Preparation for calls – Preparing presentation materials.
2. Calls with the candidate – Preparing SPIN questions for the calls.

Continued Education & Community events to grow your brokering business

1. Zor training – Attend franchisor webinars (weekly).
2. Legal – Attend legal webinars called the Éric Show (monthly).
3. SMF – Weekly broker meeting to go over motivation, continued education, and support (Every Monday).
4. Mentoring – Weekly small group calls.

Zor – Candidate Calls

1. Set Up – Arrange meetings for an introduction.
2. Attend – Support facilitation.
3. Follow up for discussion – Talk to candidate about their thoughts and the zor about impressions.
4. Ensure planned advances are occurring – Get a planned advance at each step which is the definition of a successful meeting.

Activity List

Check Leads

- Look in CRM or CMS

Follow Up

- View report and call list in CMS
- Review your reports

Call Leads

1. Prepare questions for call
2. Help candidate
3. Leave notes in CMS
4. Create Next Action

Marketing

1. Check Sales Reports
2. Check Lead Performance
3. Prepare content
4. Prepare Network touches

Zor Research

1. Finding new zors to focus on
2. Researching for candidates

Presentation Calls

1. Preparation for calls
2. Calls with candidate

Zor – Candidate Calls

1. Set-Up
2. Attend
3. Follow up for discussion
4. Ensure planned advances are occurring

Continued Education & Community Involvement

1. Franchisor webinars
2. Legal webinars
3. SpotOn webinars
4. Reserach inventory mentoring
5. Senior Mentoring Forum (SMF)
6. Intermediate Mentoring Forum (IMF)
7. Beginner Mentoring Forum (BMF)
8. Mentoring/Coaching/Support