



Introduction to Zor (Step 5)

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

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 1.2)
- SpotOn/Candidate Research (Step 3)
- Franchise Research (Step 3)
- Presentation Review (Step 4)

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Resources: Questions to ask the franchisor

Quiz: Interactive Q&A throughout the week

Objective and Directions

The objective of this call is to introduce the candidate to the franchise system. The franchisor opens the discussion about their brand and the candidate will ask the appropriate questions. The broker will be the facilitator and supporter.

How to help prepare your candidate for this call:

As a broker, you should attend this call. Your goal is to allow both parties to connect and learn about each other respectfully. You should be there every step of the way during the award process. By doing this, you will be able to maintain control.

Brokers should keep in mind that some franchisors don't allow them to be on every call; therefore, they should adhere to that.

- Make sure the candidate creates a bio prior to the call.
- Ask the candidate if they want to review any of the questions from **“What to Ask the Franchise”** with you beforehand.

Introduction to Zor Call

Call Structure

Opening

- “Thank you so much for being on the call today.”
- “I'd like to touch base, have you given any further thought to our call yesterday?”

Set expectations and the purpose of the call.

- “This is a call to introduce you two so that you can learn more about one another.”
- “This is the beginning of the process so we are in the learning stage.”
- “(Franchisor's name), would you please introduce yourself and your brand?”

Moderate the conversation

- Just sit back and let the franchisor control the call.
- Ask questions if you feel they are relevant to the candidate's interest.
 - (If you know that the Concept offers something that is of particular interest to your candidate, but the franchisor doesn't mention it, say, for example, "Jack, can you talk about how your franchisees acquire customers? I know that is important to Mark.")
- Pay attention to any time the franchisor mentions one of your candidate's hot buttons. Ask the franchisor to elaborate on these points.

Planned Advance

- Thank the franchisor for their time.
- Ask the franchisor what their process is and what the next steps are.
- Ask for a tentative meeting time.
- Make sure everyone understands the action items that need to be completed prior to the next call from the franchise.
- Schedule the next meeting date or the next approximate date.
- Mark your calendar.
- Tell the franchisor you will follow up with them after the call to confirm the meeting.
- Stay on the phone with the candidate after the franchisor hangs up and get their candidate's impressions, worries, thoughts, and excitement
 - It's important to be honest here. They will open up to you.

Follow Up Actions

- If the candidate liked the introduction and its presentation, follow the next steps that were defined in the call.
- Call the franchisor and tell them what the candidate said.
- Have them handle any concerns your candidate has.
- The next time you talk to your candidate, tell them what the franchisor said. Or on the next conference call, the franchisor will know what to discuss and handle the objections or concerns.
- Follow up with an e-mail to the candidate that reiterates what the assigned tasks are and who will be responsible for each task. Sometimes the franchisor will do this, so you won't have to.
- Make sure the franchisor copies you on EVERY communication they send to your candidate. Also, to include the next meeting date and time.
- If the candidate received the FDD, send them some information on our franchise attorneys and the guiding document on “**How to Read an FDD.**”
- If they are expecting any marketing materials, read them so you know how to advise and handle your candidate's concerns. You must stay informed and follow along in this process.

Lesson Media

- Questions-to-Ask-the-Franchisor