



FBA Brokering Sales Process Roadmap

The franchise brokering is an approach that is almost similar to that of a discovery process with each prospective franchisee. FBA Broker training emphasizes the importance of building rapport and trust with candidates right from the beginning stages and throughout the entire due diligence process.

STEP 1 Initial Call

1

- Uncover the three M's; Mindset, Money, Motivation
- Uncover the PAIN
- Get them to commit and schedule the candidate research call.

STEP 2 SpotOn/Candidate Research

2

- Review SpotOn assessment
- Complete Candidate Research Form
- Go into PAIN and SPIN questions
- Gather data that is needed for franchise research

STEP 3 Franchise Research

3

- Research the franchises
- Send Territory Checks
- Create comparisons
- Gather materials for the presentation review

STEP 4 Presentation Review

4

- Visual presentations and resources
- Go into PAIN and more SPIN questions
- Obtain ratings and schedule an intro to zor
- Send formal registrations to zors
- Send follow up materials

STEP 5 Intro to Zor

5

- Set expectations
- Moderate or facilitate the intro call
- Follow up next steps for due diligence

STEP 6 Due Diligence on the Franchise

6

- Go into PAIN
- Facilitate discovery call
- Prep FDD review & validation call

STEP 7 FDD Prep

7

- Review FDD
- prep Intro to CPA
- prep Intro Attorney
- prep Validation call

STEP 8 Validation

8

- List of franchisees
- Validate the 6 questions to ask
- Review PAIN & Needs Payoff
- Prep for Discovery day

STEP 9 Discovery/Award

9

- Set expectations
- Provide guidance and resources
- Follow up
- Invoice for payment

STEP 10 Post-Discovery Day

10

- Follow up with the candidate
- Follow up status of payment and final agreement signed
- Mark your deal-won and enter on the FBA leaderboard
- Celebrate!!!

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