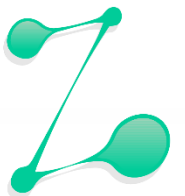


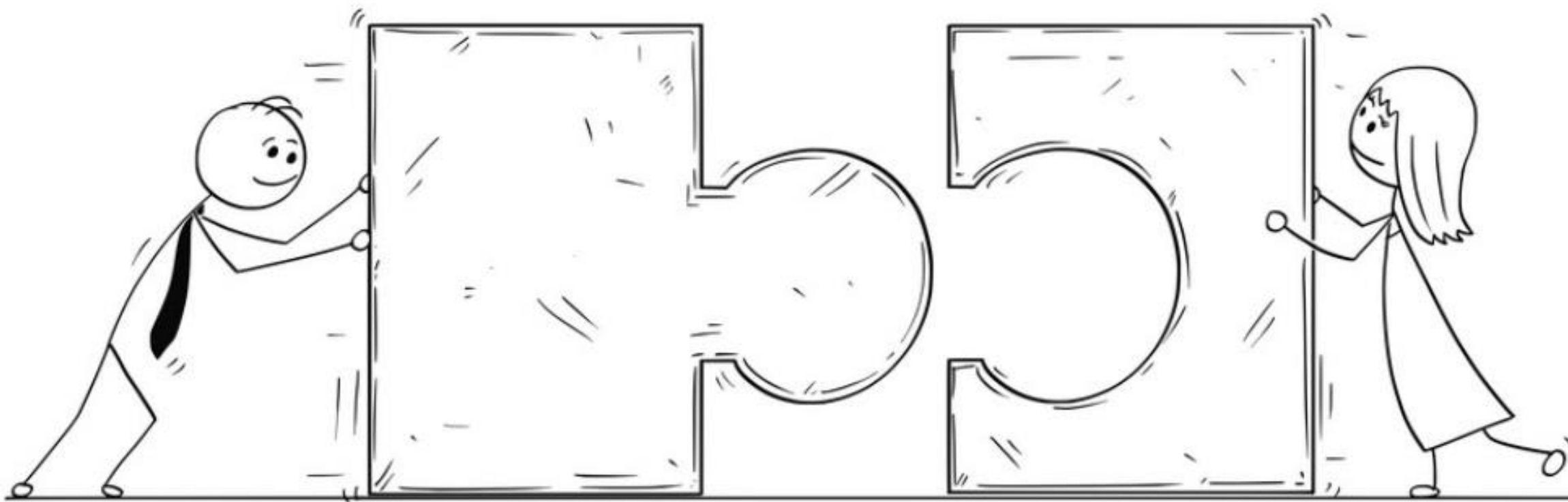
SpotOn!® Basics

Values and Motives



powered by:
ZORAKLEPROFILES.COM

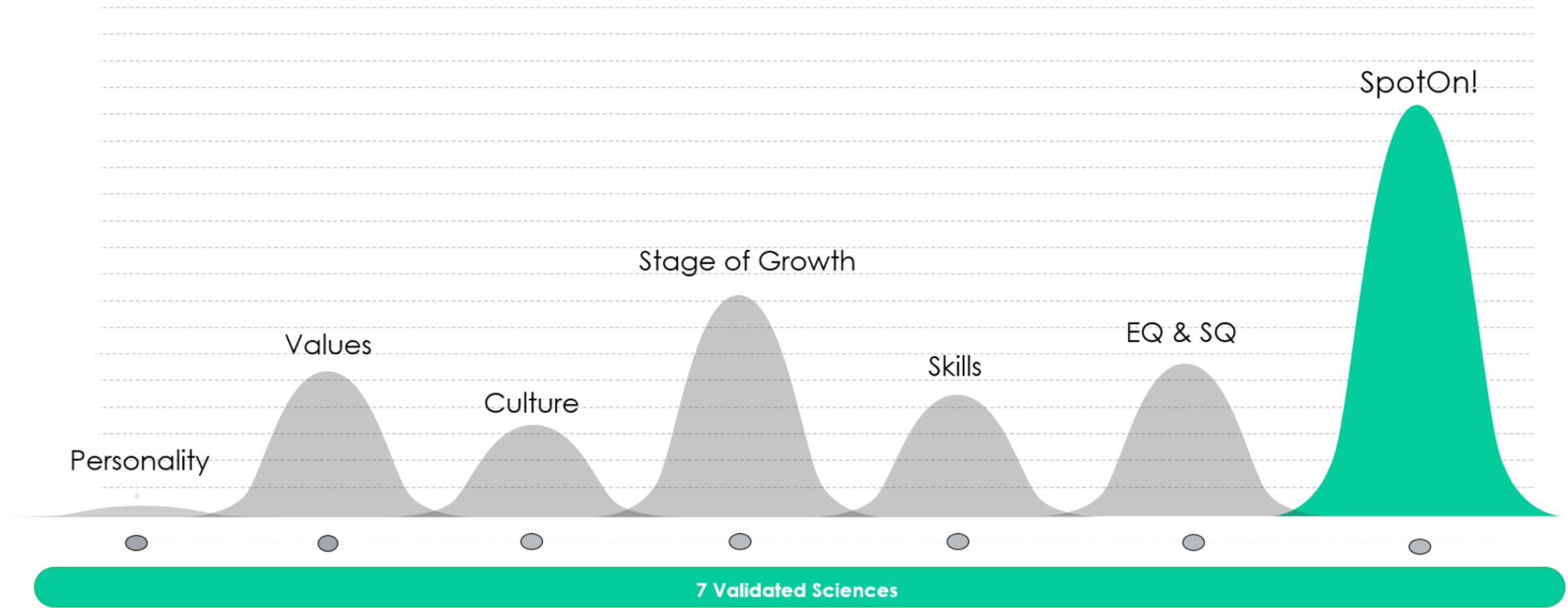




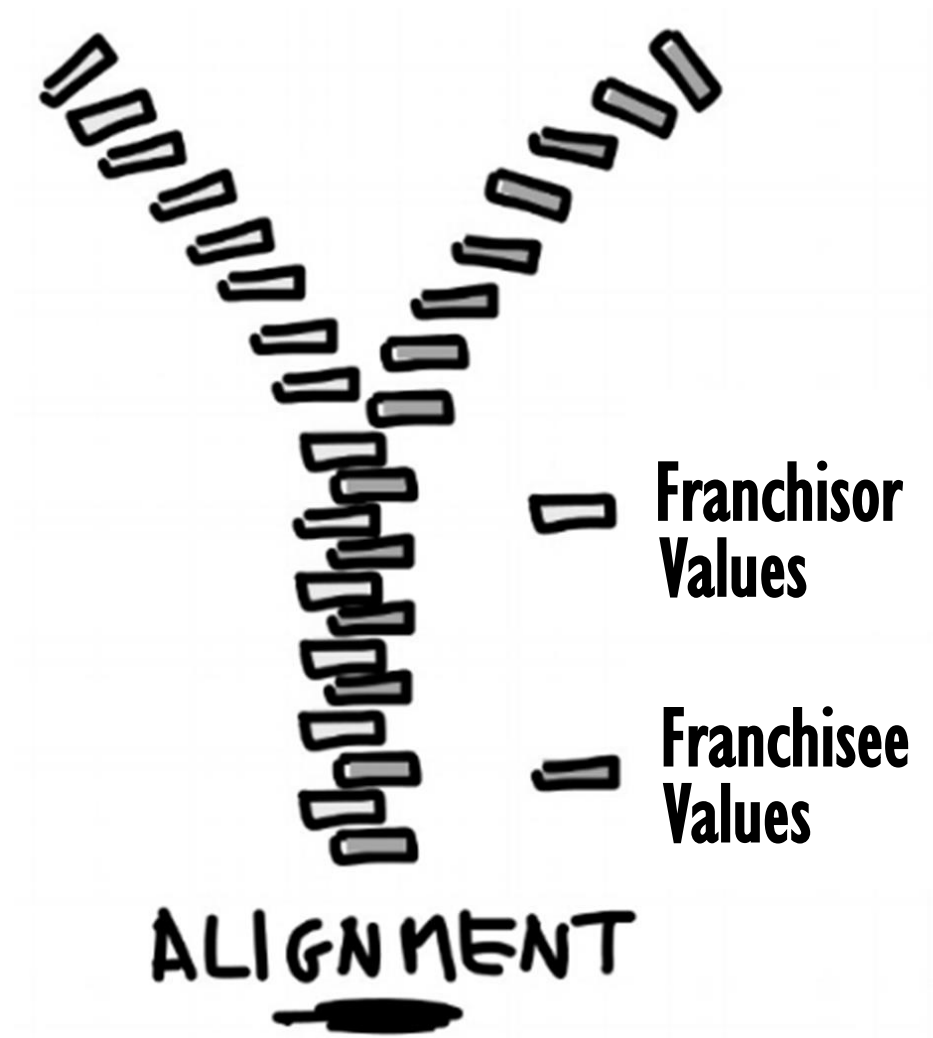
FRANCHISEE-FRANCHISOR Fit

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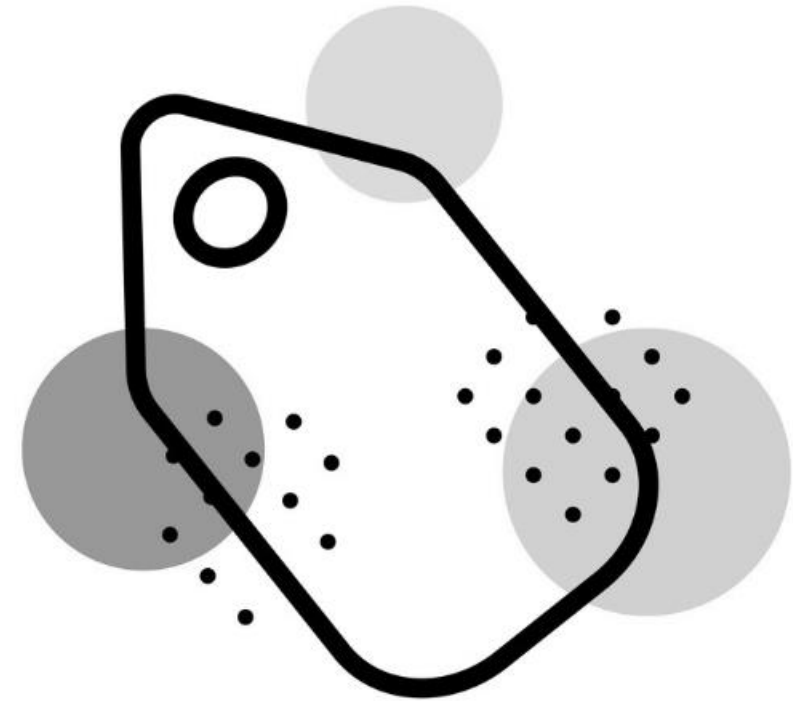
ZORAKLE Profiles META-Analysis



Aligning a franchisee's core values with a company's core values creates compatibility.



Values alignment
builds strong brand
recognition.



BRAND

Having shared values
provides a solid
foundation for a long-term
business relationship.

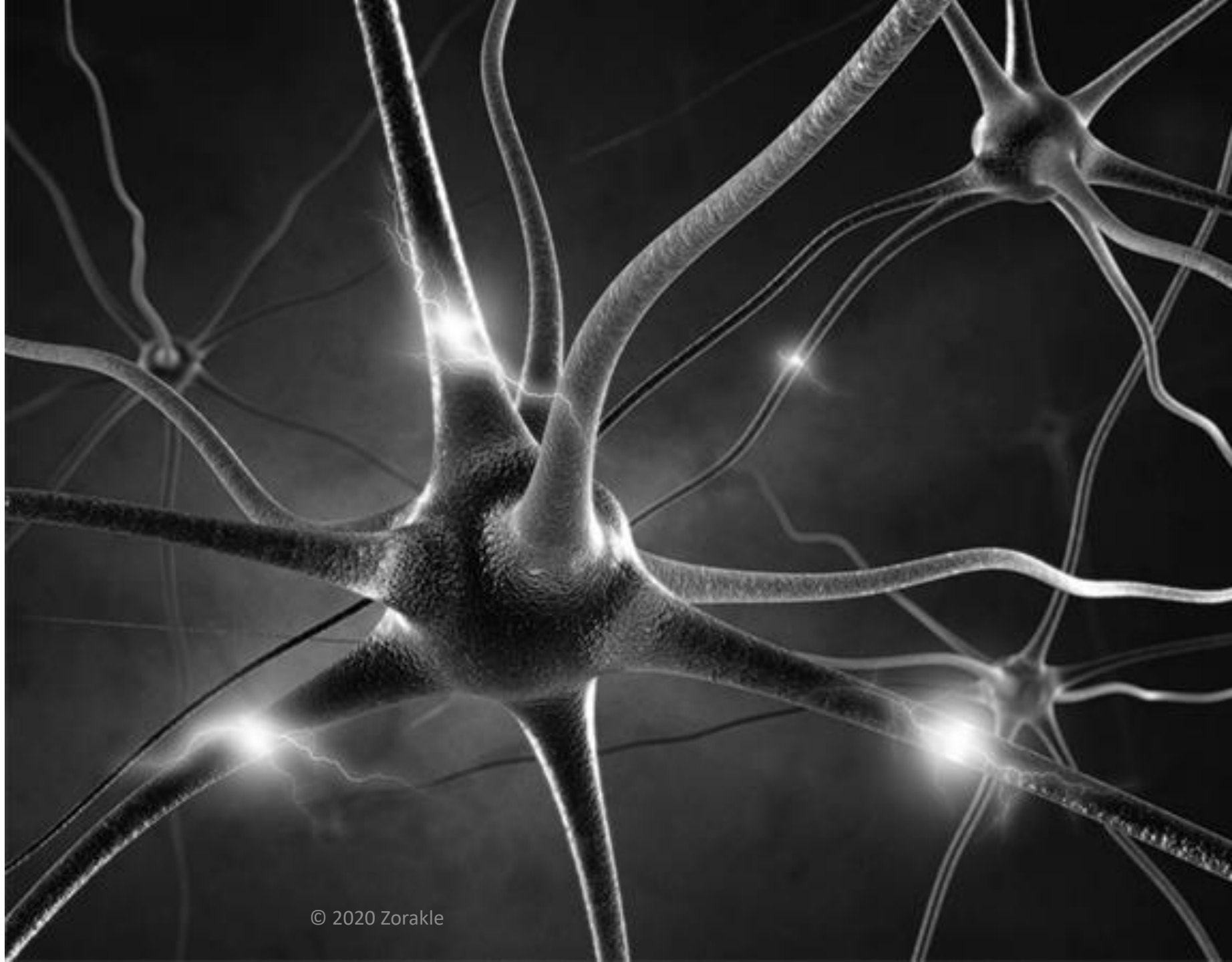


There is a strong link
between financial
performance and values
alignment.



Types of MOTIVATION

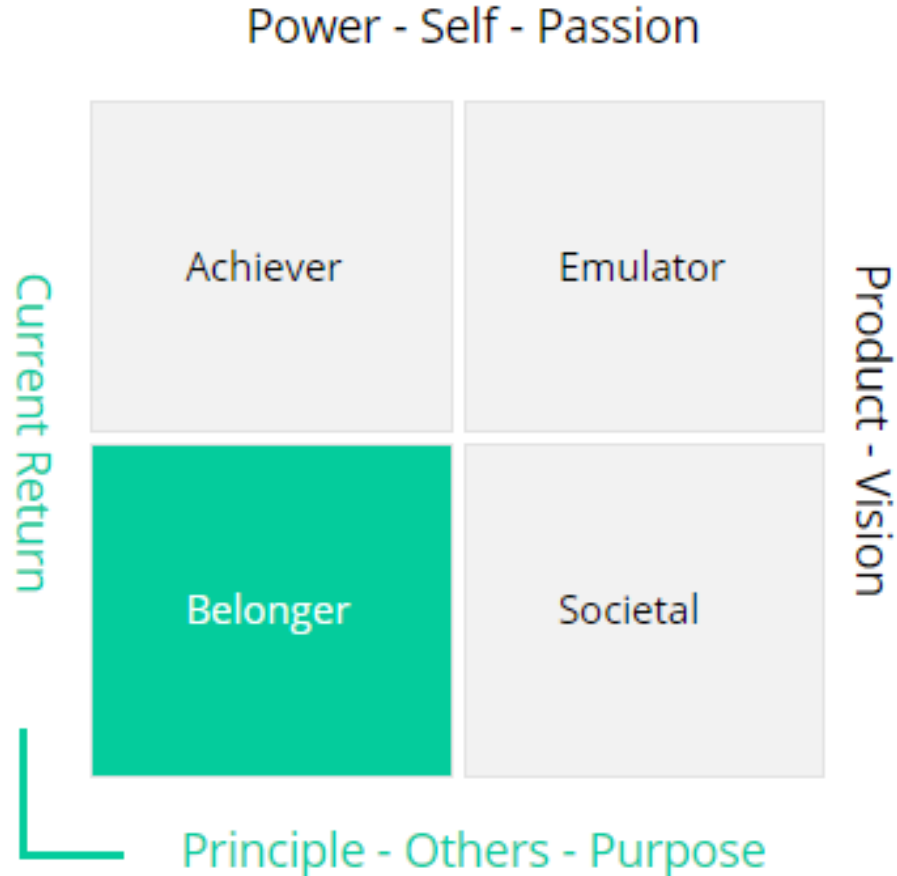
- VALUES
- FEARS



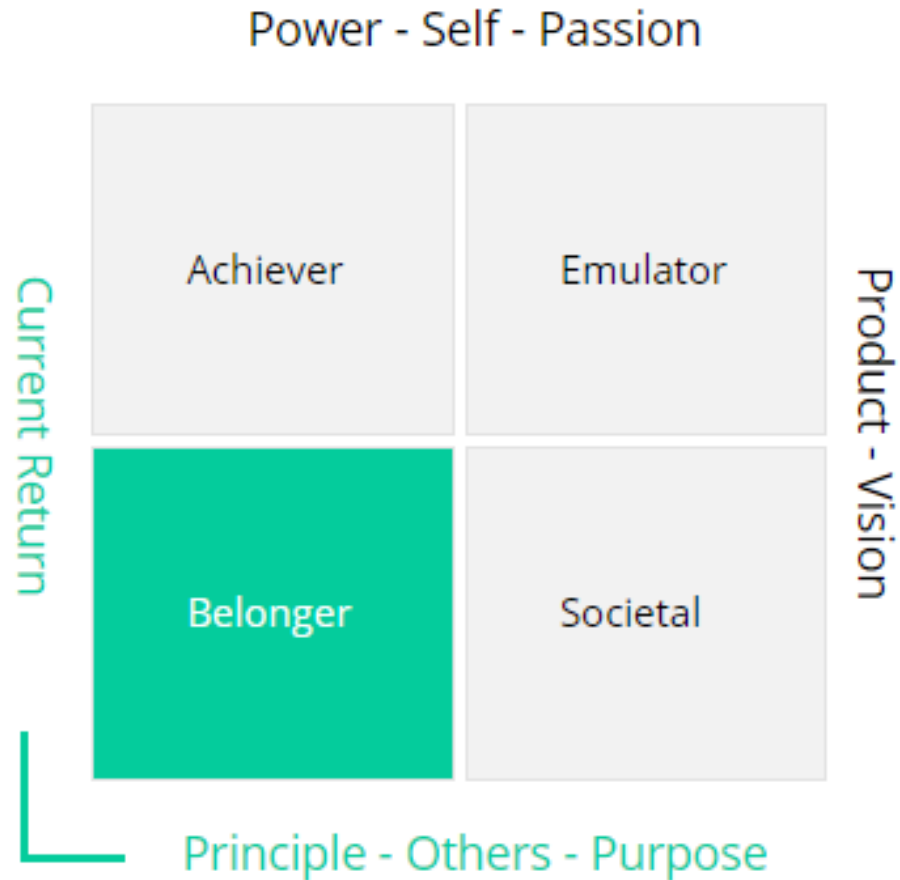


BELONGER

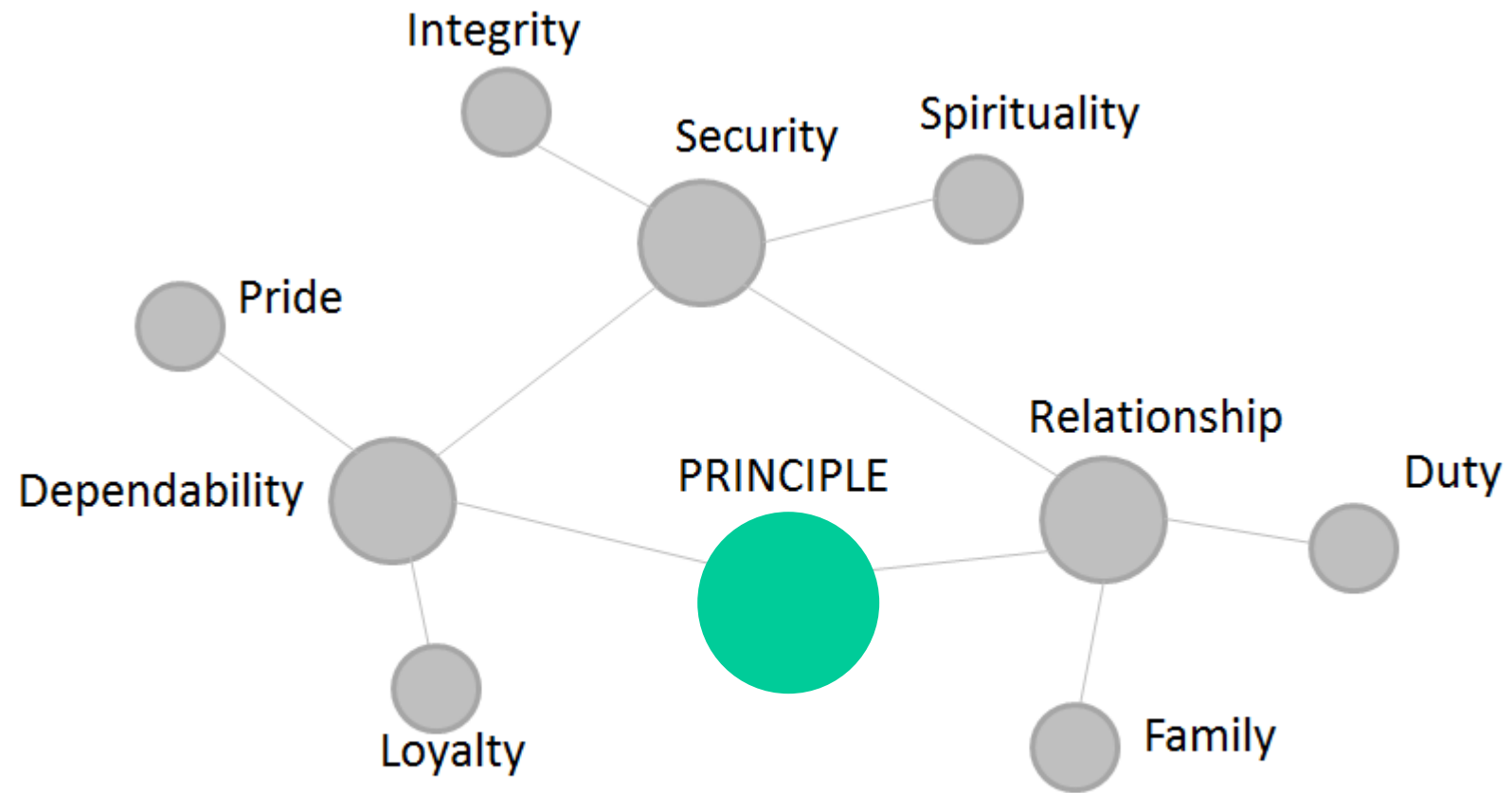
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- Conservative
- Conventional
- Traditional Codes
- Established Routines
- Home-oriented



- Predictable, brand loyal
- Not impulsive, suspicious of new things
- Moderate incomes; invested in home and family
- Nothing fancy or extravagant



Belonger

IN A NUTSHELL



Provide & Protect

Belongers take pride in being able to provide for their families. Home and hearth are of primary importance.



Brand Loyal

Belongers are loyal, grounded and dependable people looking for consistency, durability, and value.



High Touch - Low Tech

The Belonger is relationship oriented and prefers tangible products and practical solutions.



Prefer Working With Family

Belongers like it best when they can work with family, friends and people they know and trust.

FEARS & CONCERNS



Separation From Loved Ones

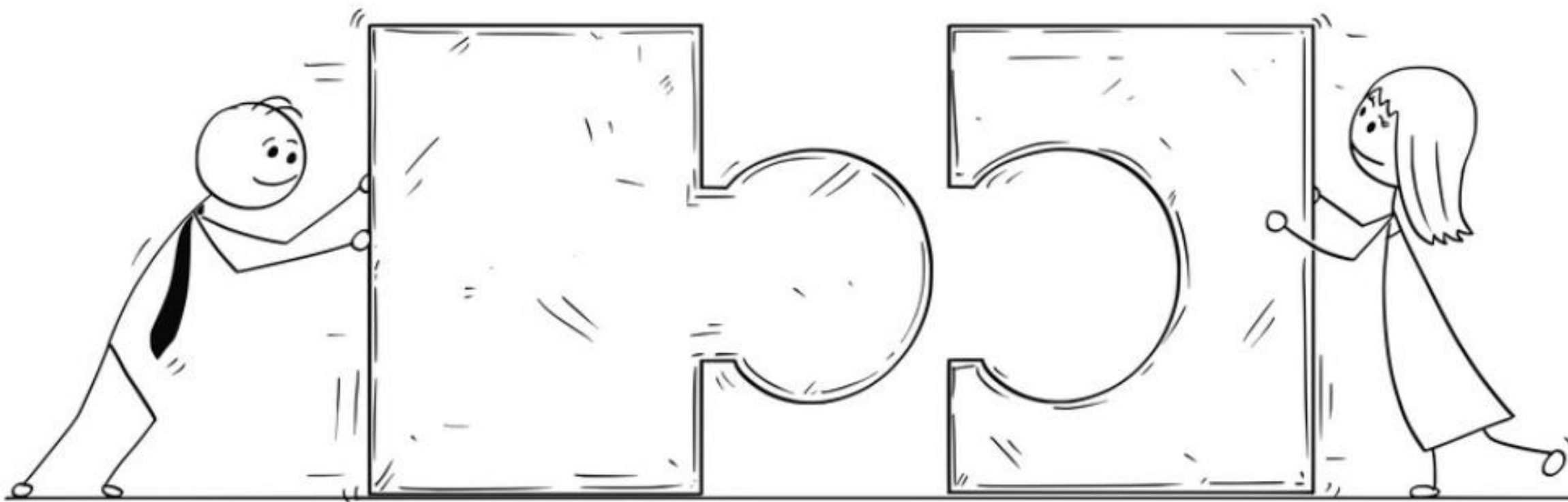
Belongers prioritize loved ones and would not consider a concept that takes them away from spending time with family and friends.

Irresponsibility

Belongers are committed and dependable. They will back away from things that would risk their current lifestyle or family's future.

Financial Insecurity

The Belonger values security above all else. Situations which threaten their financial security will trigger fear.



FRANCHISEE-FRANCHISOR Fit

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If the business requires an owner who can build long-term relationships with employees and customers ... the Belonger is your guy.



If the franchise system encourages collaboration and the sharing of best practices ... the Belonger is your guy.

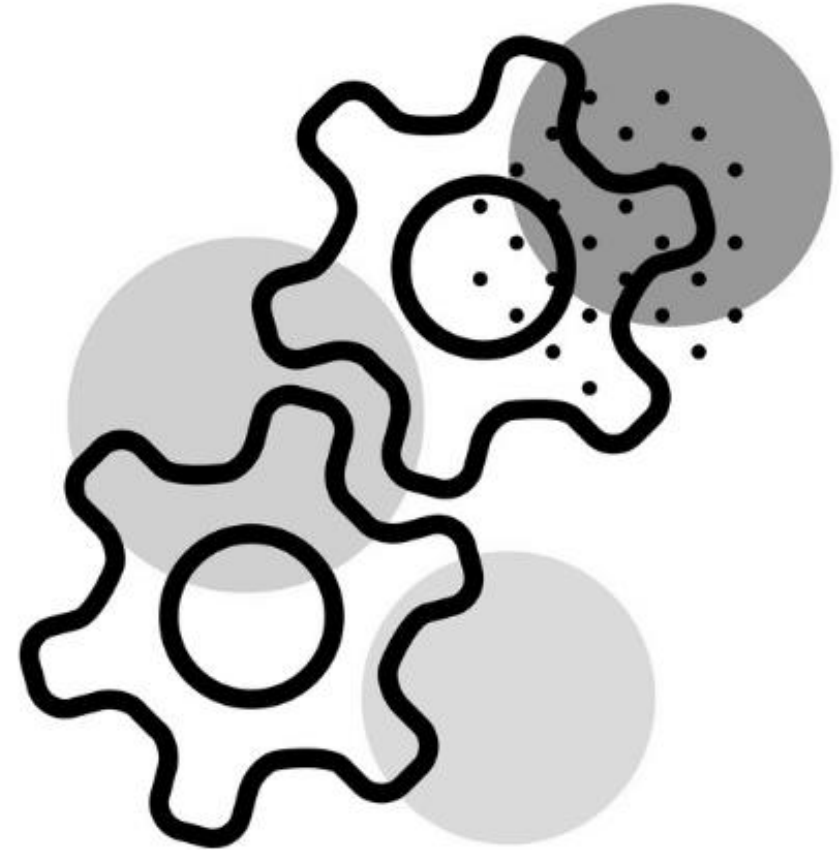


Is the business in a stable industry; one which will be around for a long time? If so ... the Belonger is your guy.



How important is compliance within this franchise system?

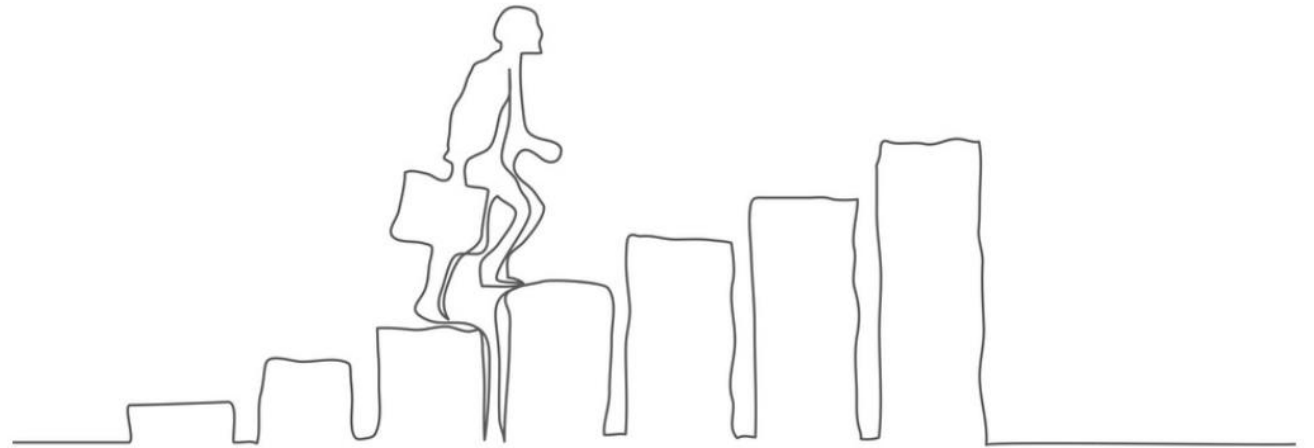
You can count on the Belonger to comply, follow and master the systems.



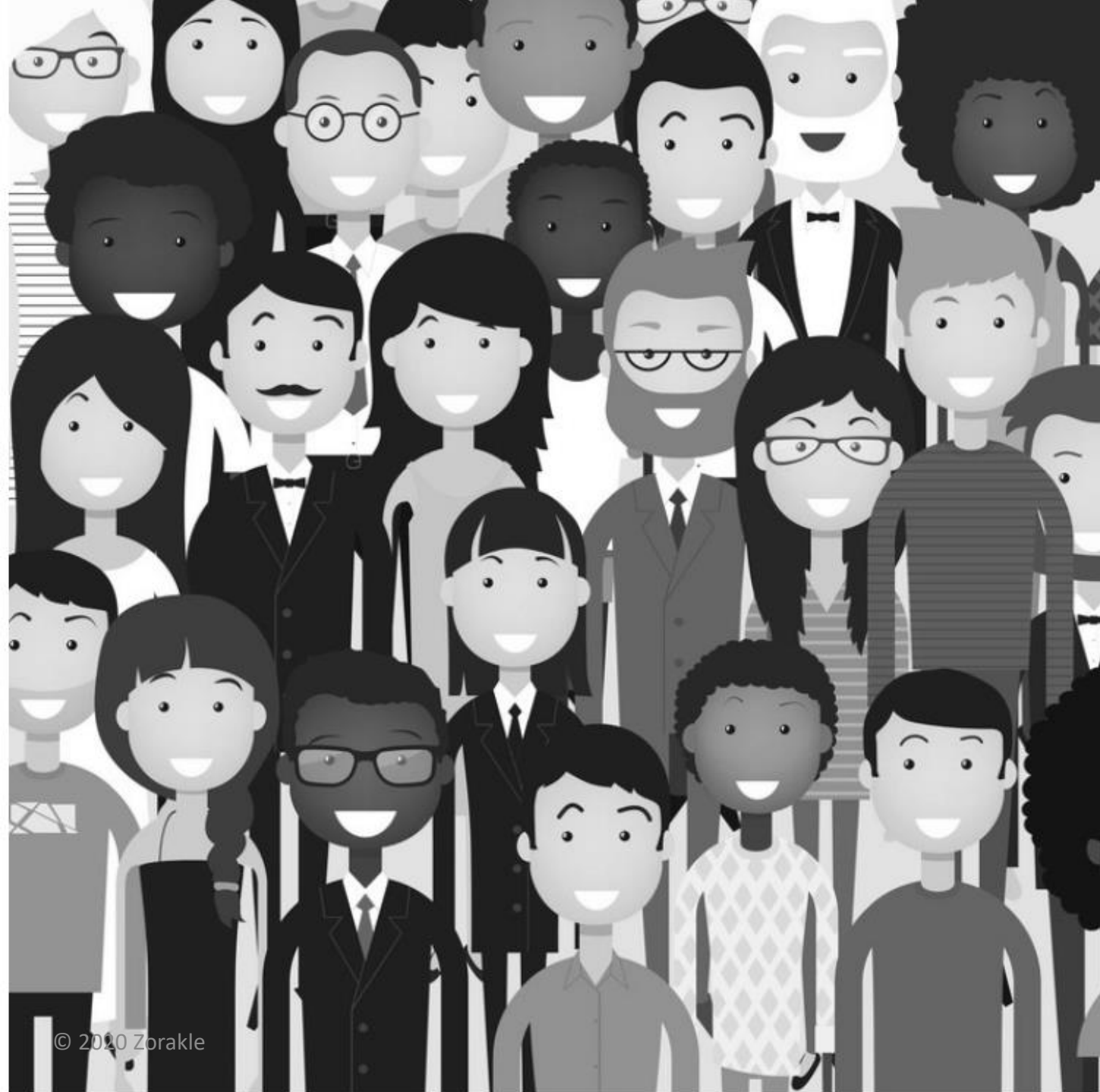
If the business model is one that can be run during normal business hours ... the Belonger is your guy.



They may not ramp-up
fast, but if you are looking
for consistent growth ...
the Belonger is your guy.



If the company feels like
one big family, the
Belonger will fit right in.



NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Fit Matters — especially in business! Based on Heather's profile listed here are some business considerations.

- ✓ Service oriented
- ✓ Repeat customers; consumable products
- ✓ Regular hours of operation
- ✓ Few employees
- ✓ Possibly home-based
- ✓ High Touch - Low Tech
- ✓ Few, tangible products and services
- ✓ Long-term relationships with employees
- ✓ Historically proven systems
- ✓ Strong head office and field support
- ✓ Company culture with a family-type atmosphere
- ✓ Industry or market with minimal change
- ✓ Easy to replicate systems and procedures
- ✓ Practical, problem-solving services
- ✓ Involvement and 'buy-in' of family
- ✓ Low risk and quick return on investment



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Belonger Considerations

- Avoid fast talking sales pitch, jargon or acronyms
- Showcase longevity of industry and secure long-term business
- Tell the back story; especially if it included family or community
- Share your obstacles and how commitment overcame them
- Be real. No suits and ties, dungarees and flannel shirts are better
- Demonstrate strong head office support
- Highlight toughness, pride in work and country
- Show how others have involved their family and friends
- Elicit strong conviction in product or service
- Connect. Validate their fears, opinions and strongly held beliefs



Budweiser: Born the Hard Way



Built Ford Tough

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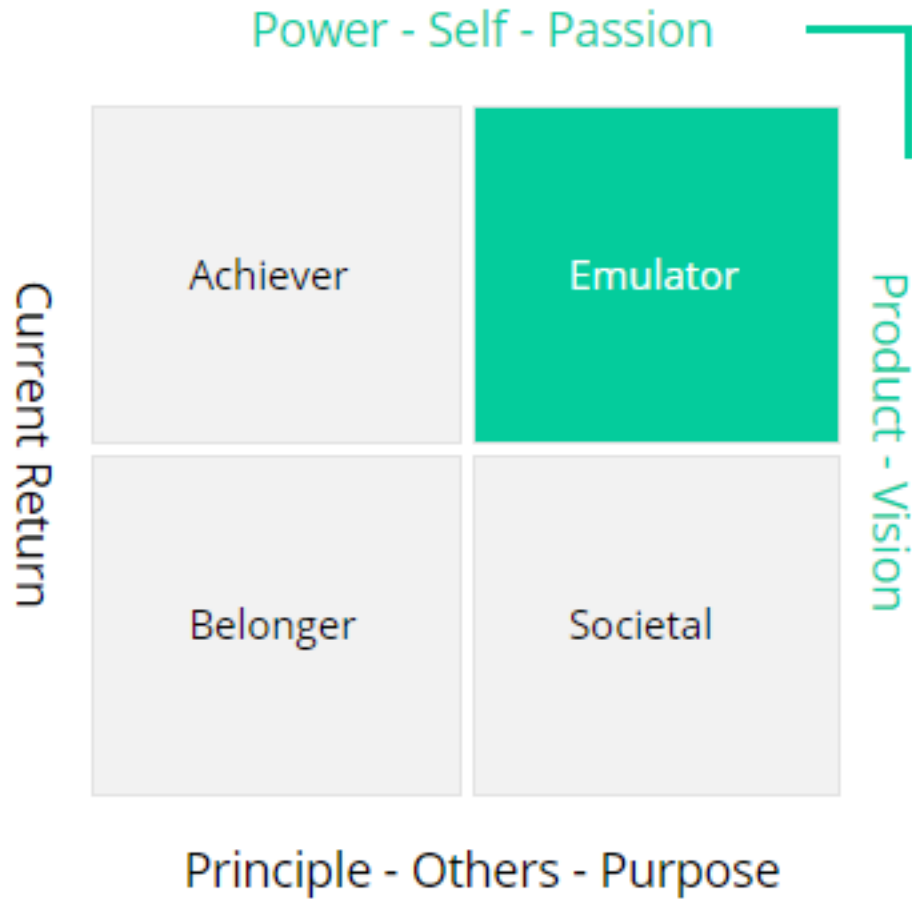


Re-Elect Gerald, Please!

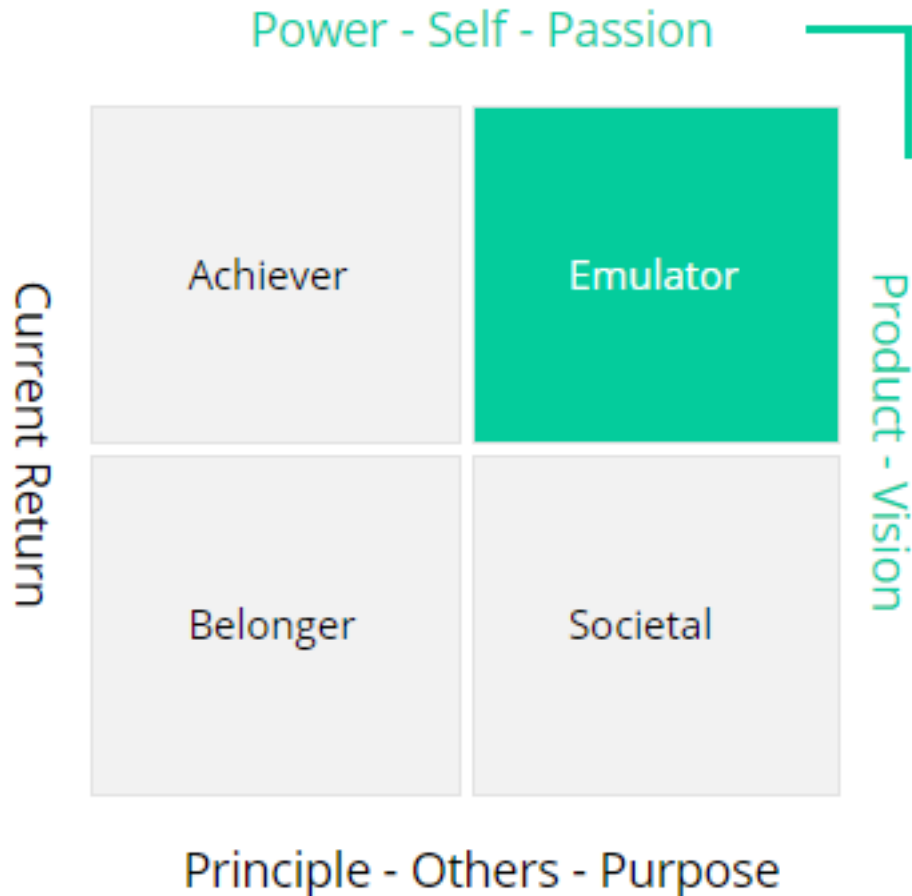


EMULATOR

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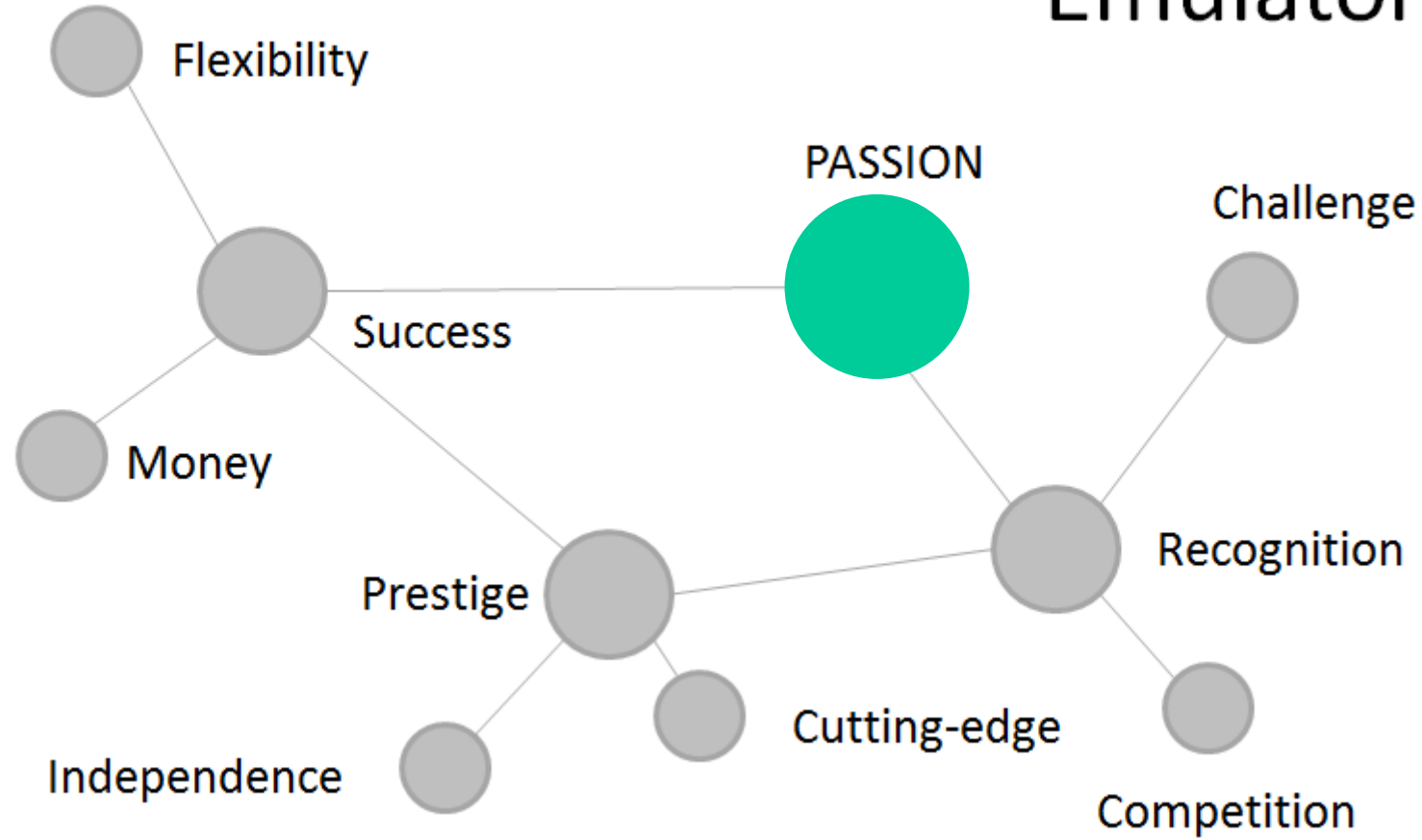


- Enthusiastic and impulsive
- Variety and excitement
- Risk takers
- Seek adventure, approval and self-sufficiency
- Non-conformists



- Diverse, active lifestyle
- Trendsetters and early adopters
- Favor cutting-edge products and services
- Environments that are unusual, fun or exciting
- Interested in immediate future

Emulator





Early Adopter

Emulators are risk takers and early adopters, preferring prestigious, progressive and innovative solutions.



Enjoys Competition

Emulators are money and success driven, enjoying both a good challenge and healthy competition.



Needs Variety & Flexibility

Emulators are adventurous and fun loving, demanding a high degree of flexibility, variety and diversity.



Wants Self-Sufficiency

Emulator are passionate and independent and desire self-sufficiency on all fronts.

FEARS & CONCERNS



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Being Embarrassed

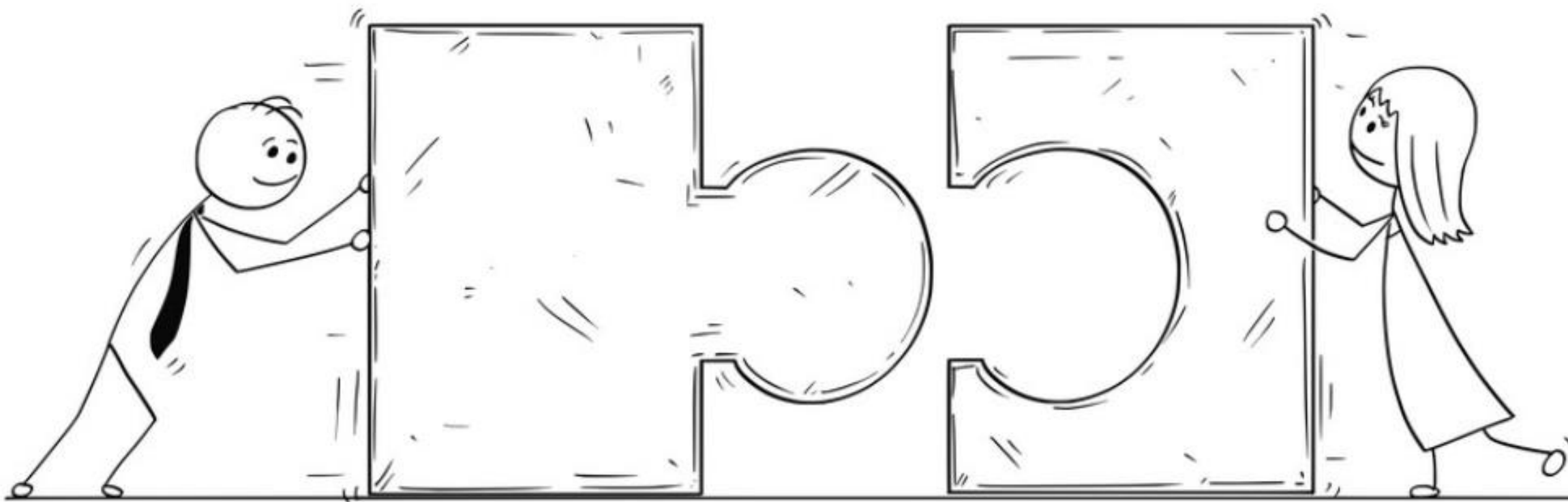
What others think of him is important; there is nothing worse to an Emulator than making a mistake or failing and having others notice.

Incompetent or Inadequate

You may not see it but, the Emulator is plagued by self-doubt. He is concerned that he lacks the resources (talent and otherwise) to succeed.

Failure

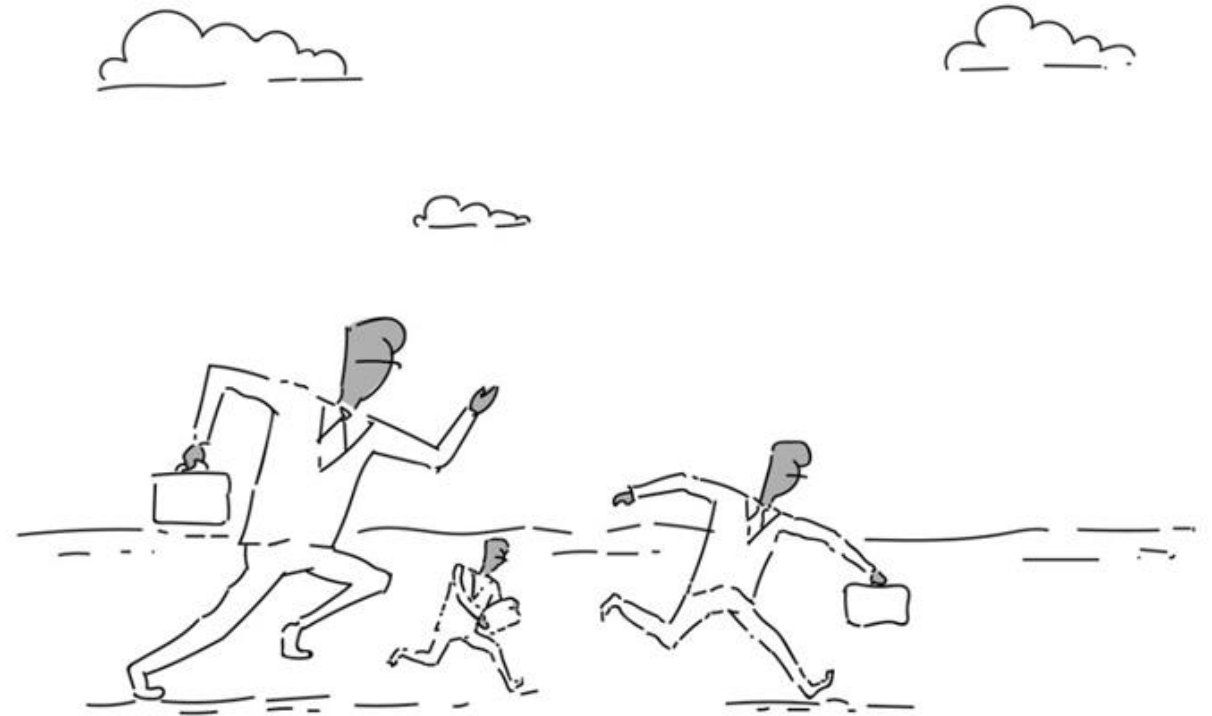
The Emulator has lofty goals and others have great expectations of him, thus not meeting those expectations can be quite frightening.



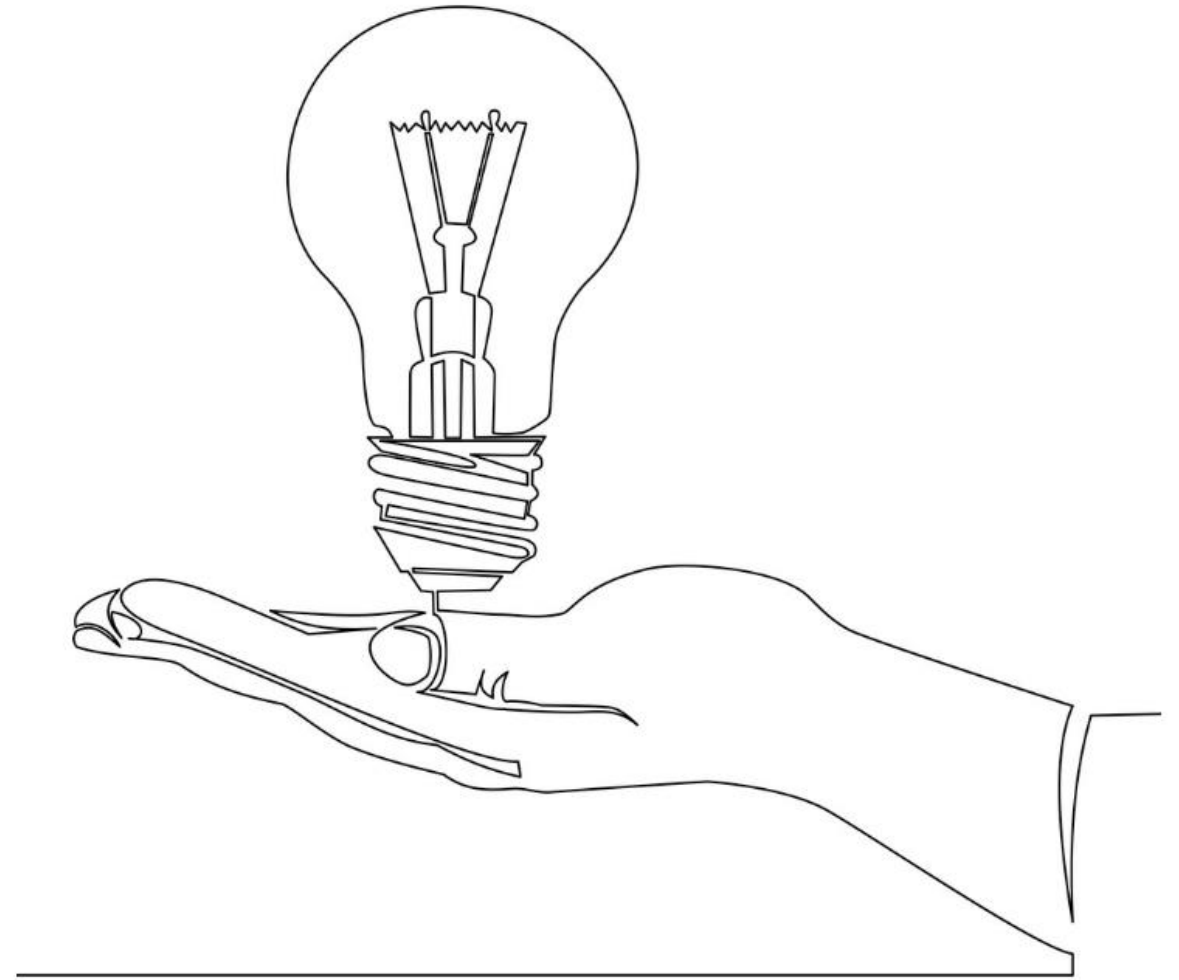
FRANCHISEE-FRANCHISOR Fit

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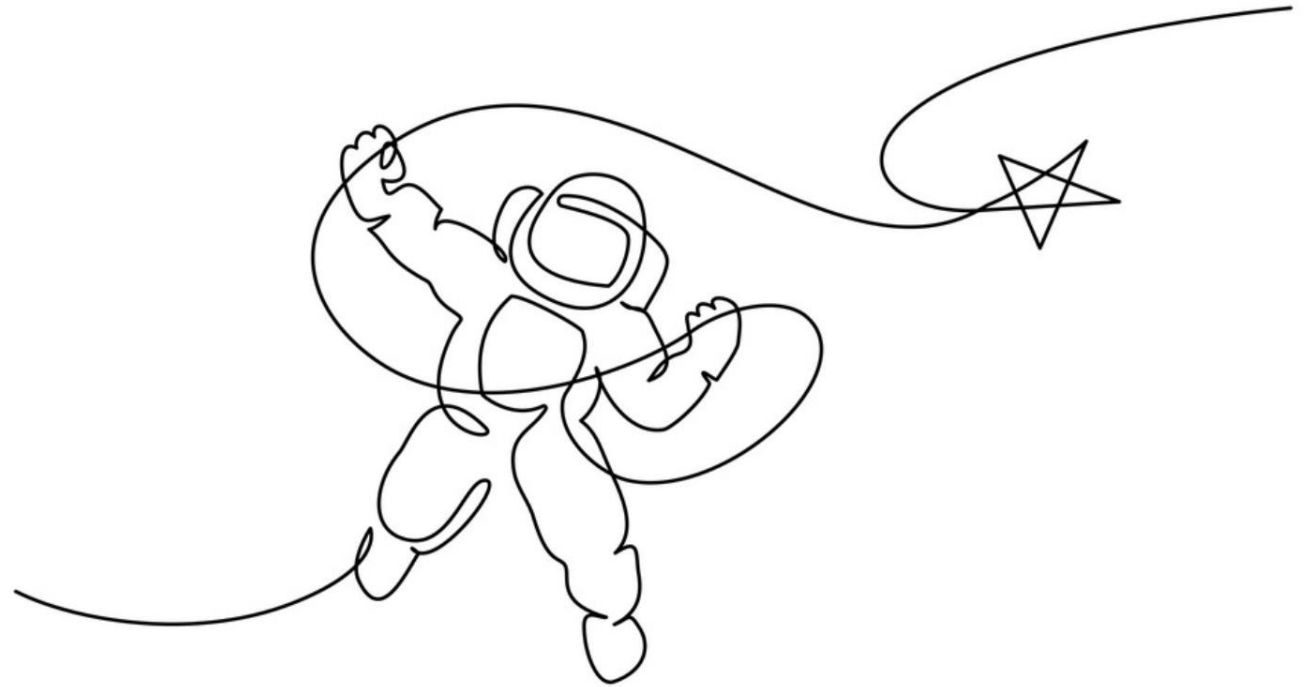
If the business requires
someone who enjoys
competing ... the
Emulator is your guy.



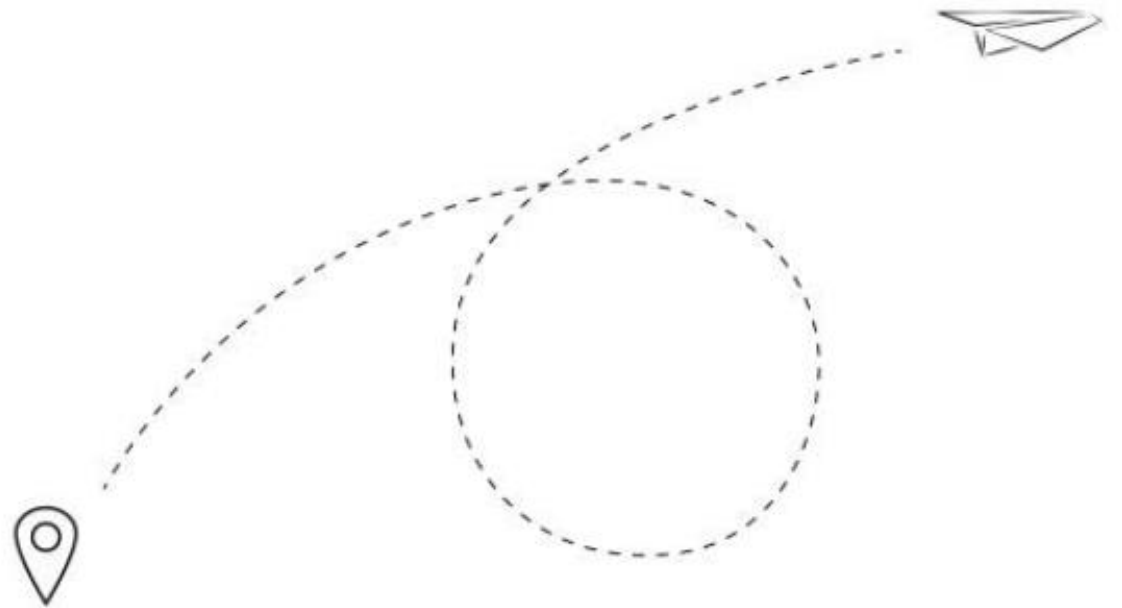
If the business requires
someone to be
resourceful and
innovative... the Emulator
is your guy.



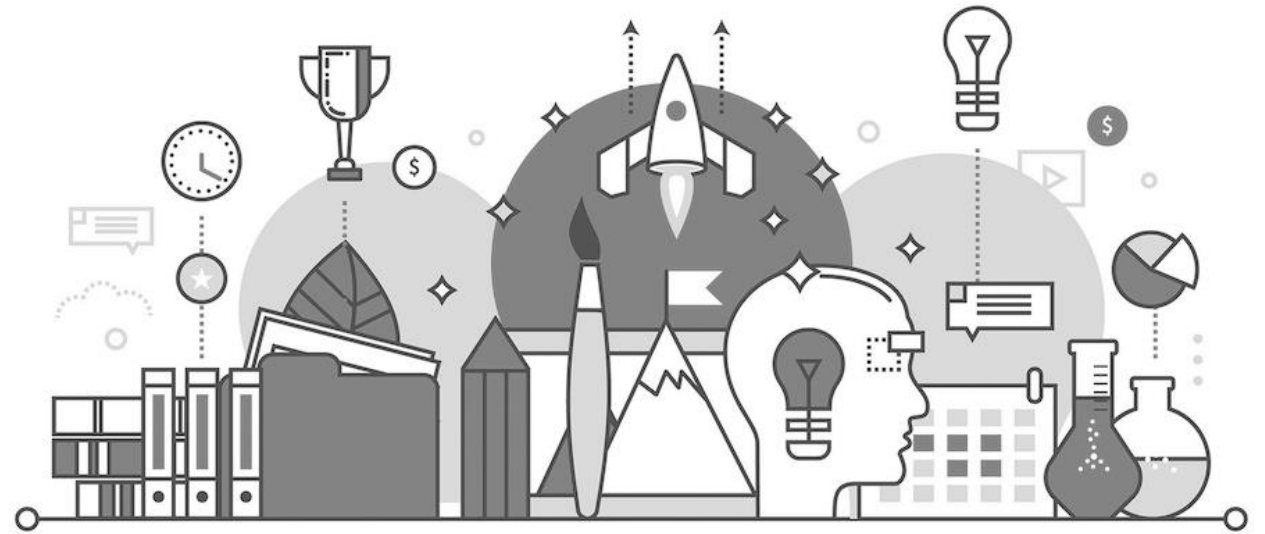
If the business is filled with
diversity and adventure
... the Emulator is your
guy.



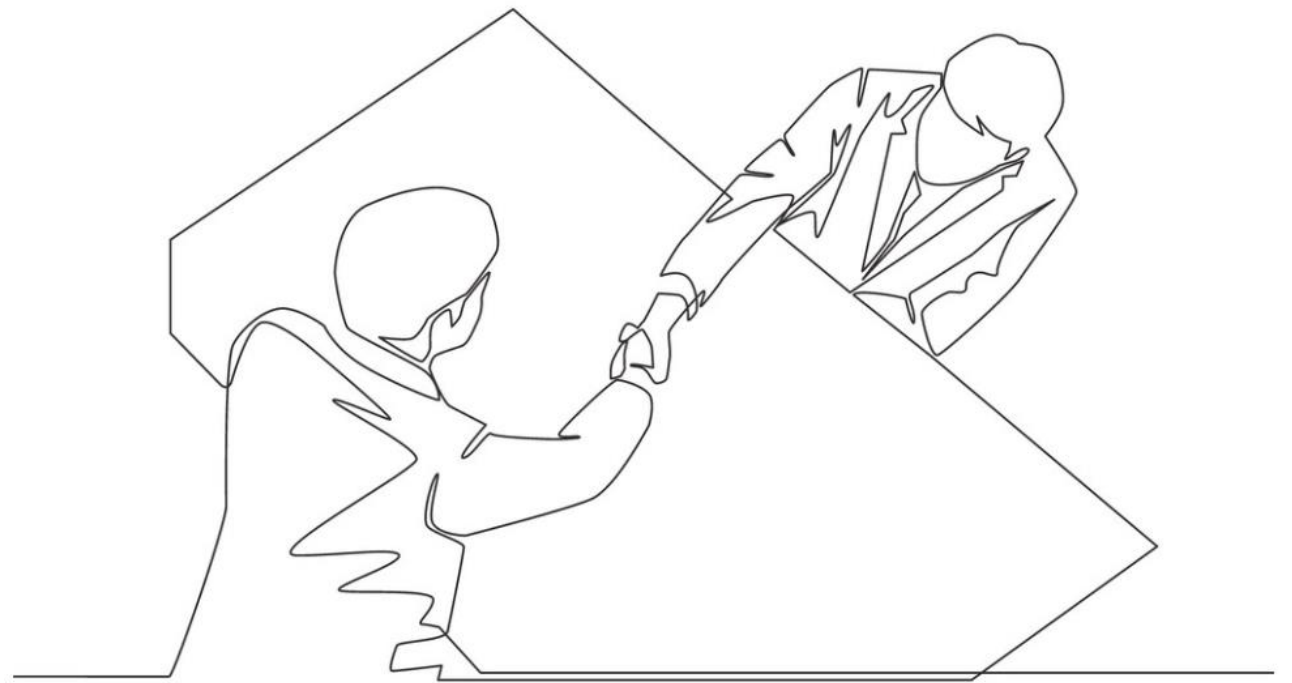
If the business is dynamic and provides room for an out of the box non-conformist ... the Emulator is your guy.



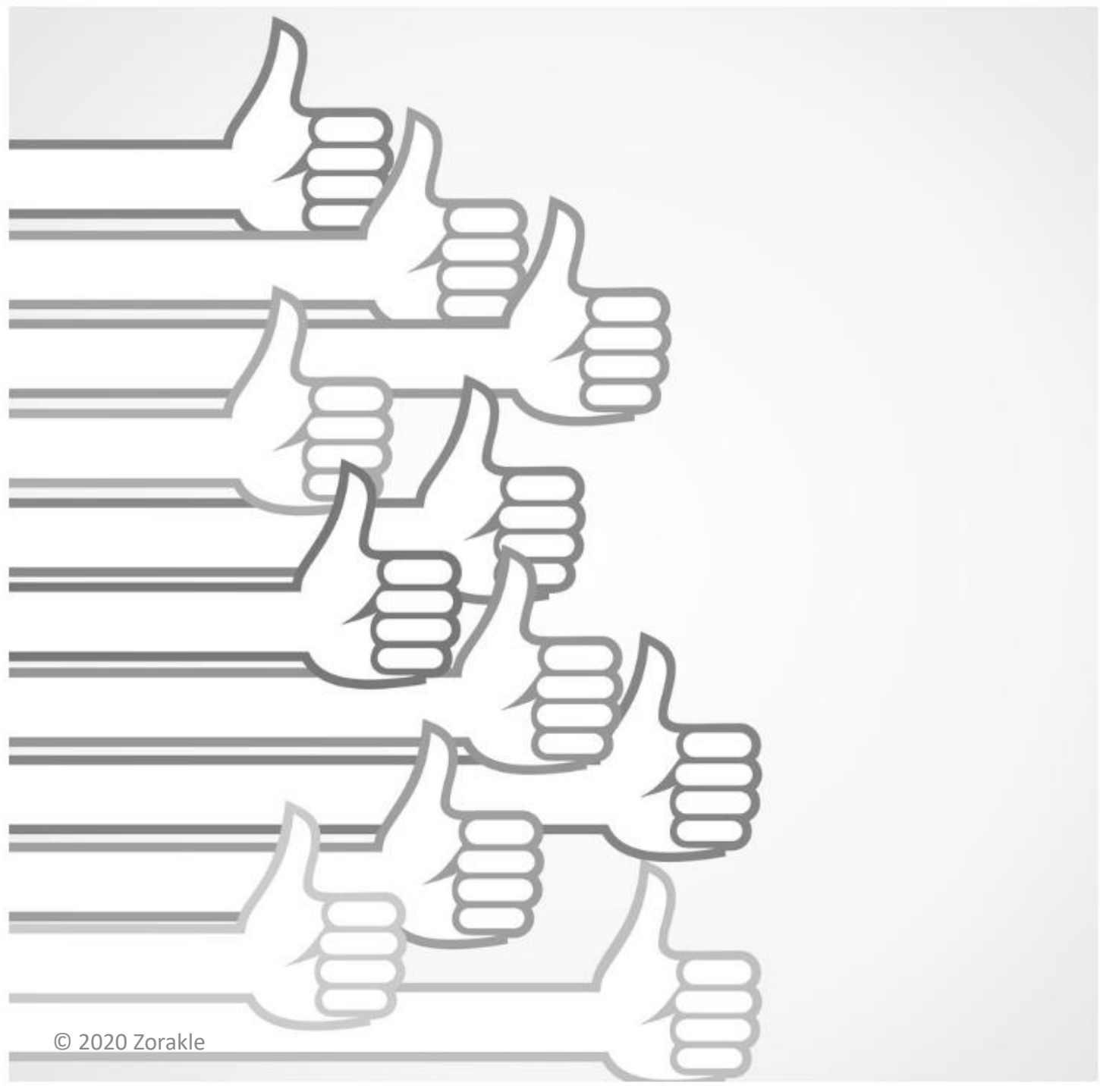
If the business has unlimited potential and allows the franchisee to leverage other people's money or talent... the Emulator is your guy.



If the business requires
someone who is
persuasive and can talk
anyone into anything ...
the Emulator is your guy.



If the franchise system
provides recognition and
quick return on
investment ... the
Emulator is your guy.



NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Fit Matters — especially in business! Based on Eileen's profile listed here are some business considerations.

- ✓ Cutting edge systems and technology
- ✓ Highly visible and prestigious
- ✓ Dynamic and changing
- ✓ Sales - even high ticket
- ✓ Business-to-business
- ✓ Opportunity to leverage
- ✓ White collar
- ✓ Variety, adventurous and fun
- ✓ Flexibility to accommodate their innovations
- ✓ Potential for high growth and income
- ✓ Company that recognizes the value of winning
- ✓ Little back office involvement
- ✓ Self-sufficient; needs autonomy
- ✓ Products or services that are progressive
- ✓ Potential for quick return on investment
- ✓ Hands off approach by head office



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Emulator Considerations

- Avoid speaking down or patronize
- Showcase success without experience, education, etc.
- Point out how innovative, passionate and competitive they are
- Recognize and highlight their sphere of influence
- Share stories of individuals who bootstrapped or overcame the odds
- Demonstrate status, name drop or use celebrity endorsements
- Show how to use other people's time, talent, money or influence
- Stimulate curiosity by engaging fear and desire for wealth
- Highlight adventure, fun, challenge and instant gratification
- Demonstrate first, best, fastest, most, etc.



Jaguar: Good To Be Bad



Apple Watch Series 2

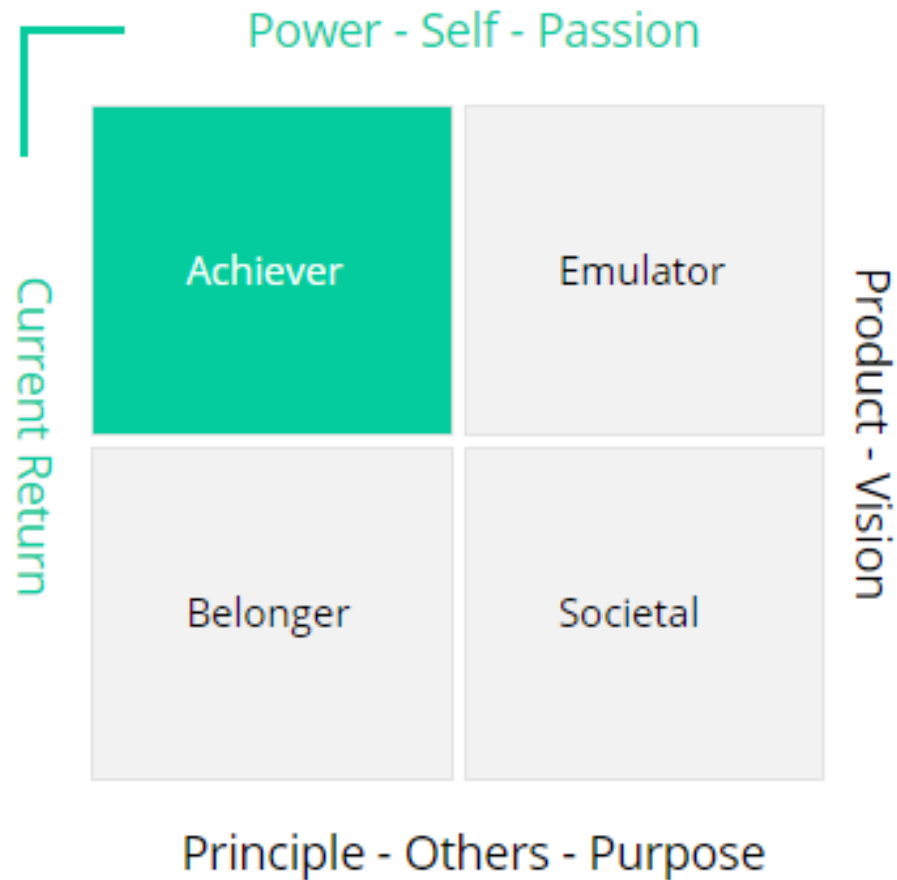


Old Spice: Smell Like A Man, Man.

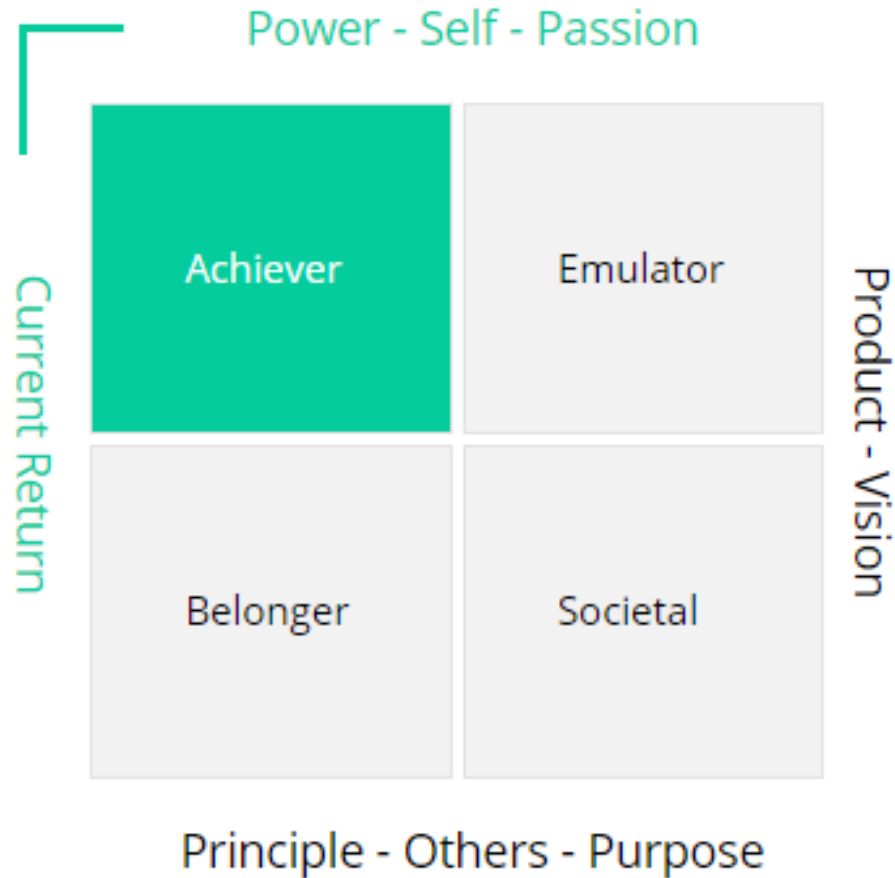


Achiever

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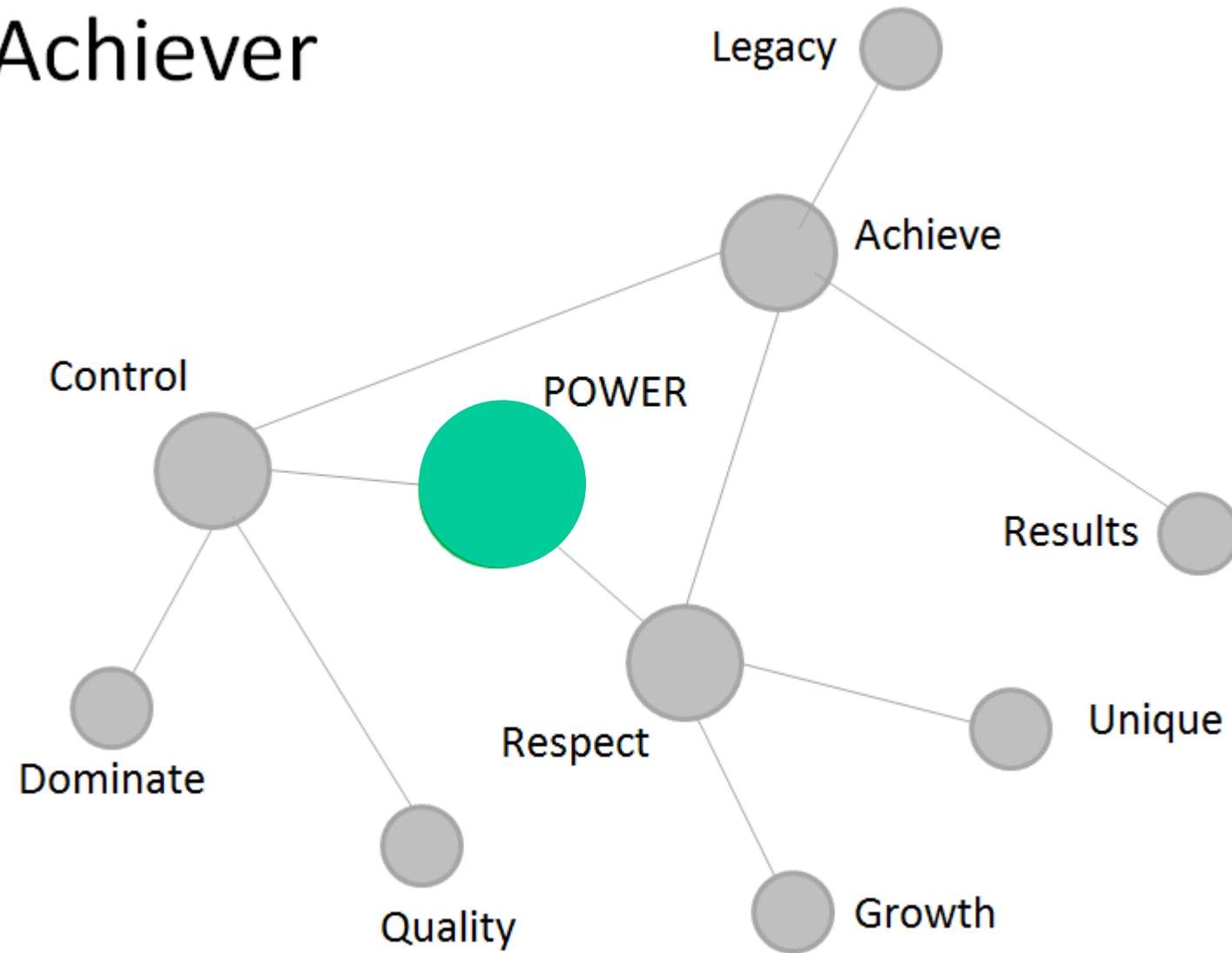


- Business-oriented
- Like to feel in control
- Prefer structure and predictability over risk
- Committed to work & family
- Work provides sense of duty and financial reward



- Lives structured around family, church and business
- Conventional lives and politically conservative
- Unique established products and services
- Economical, but can't resist an opportunity or deal
- Decisions must last for the long haul

Achiever





Won't Reinvent the Wheel

Achievers appreciate that you have already created the wheel; and will embrace and exploit your systems.



Can't Pass Up a Deal

The Achiever is conservative, economical and practical, they cannot pass up a good deal. Think Costco buyer.



Quality Conscious

Prefers one high-quality suit over three so-so suits. Will investing in things that are unique and sets them apart.



Wants to Dominate

Yes, the Achiever can be intimidating and once they can see how to dominate a market they are all in.

FEARS & CONCERNS



Not Being the Best or Unique

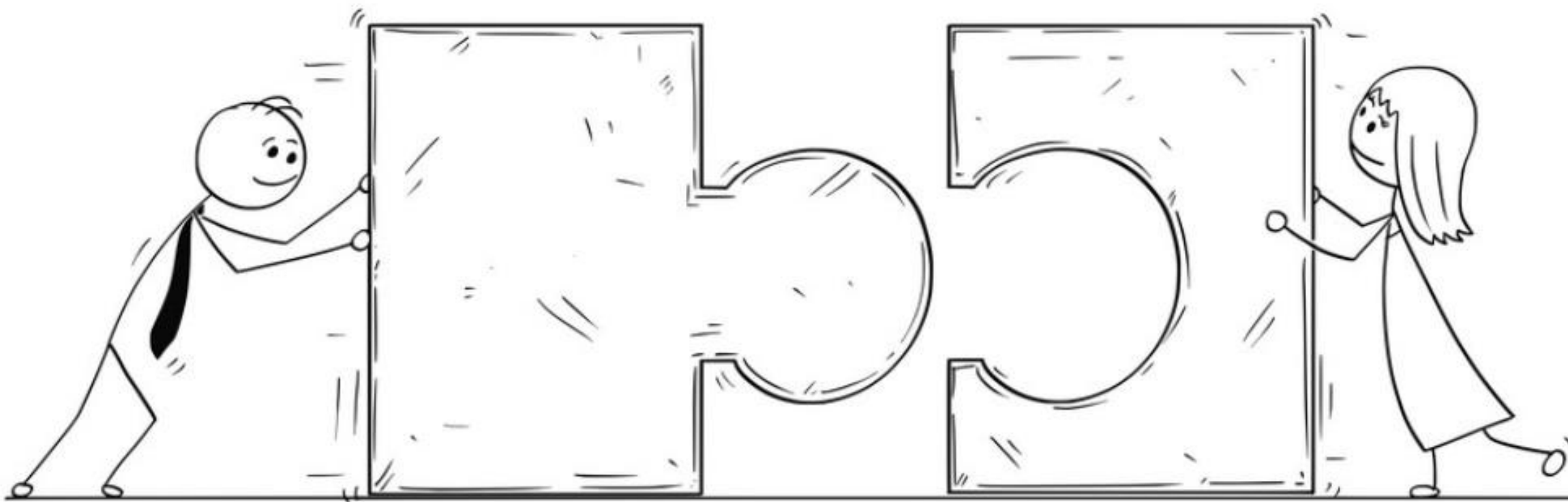
The Achiever needs to be unique and wants to be the best. Situations where they perceive that they have an equal will trigger fear.

Not being in Control

The Achiever needs to be in control of their life, marketplace and future. Situations where they feel powerless or lack influence will trigger fear.

Unable to Leaving a Legacy

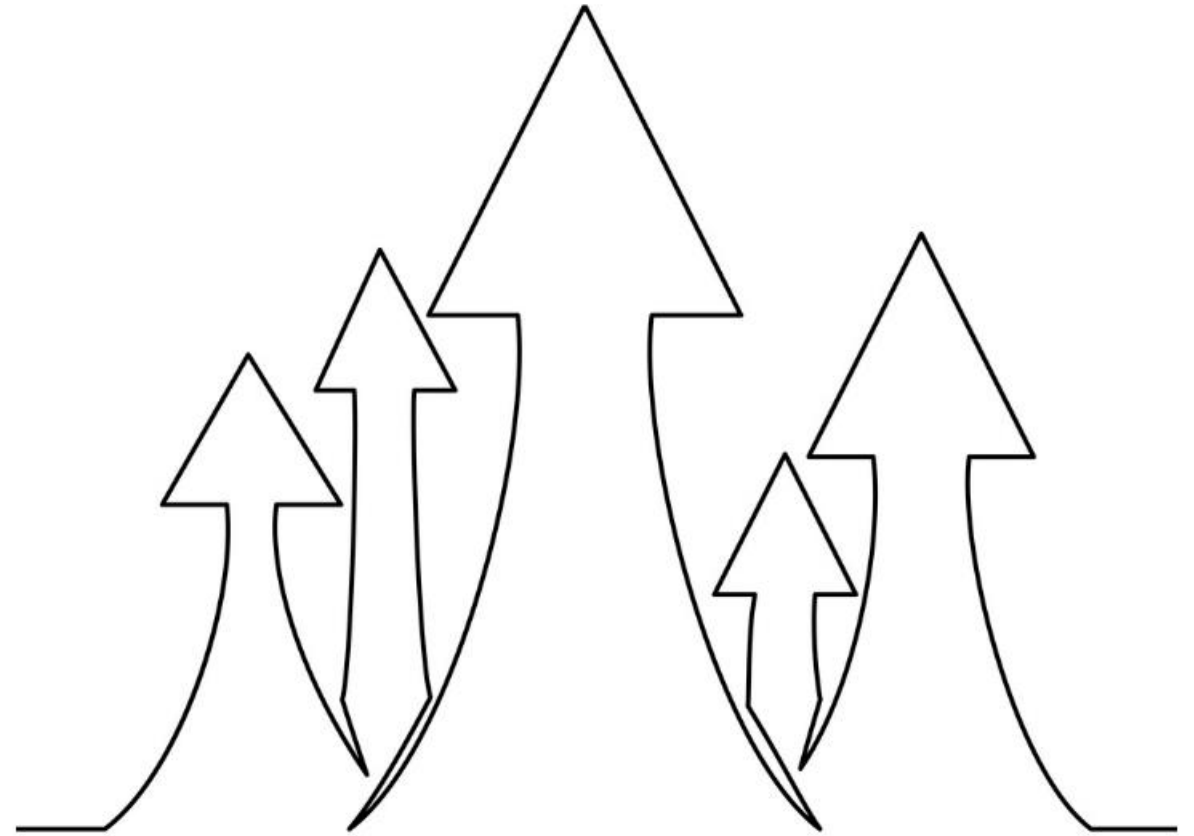
The Achiever wants to replicate through others and leave a legacy. Not being able to pass the baton or share their success triggers fear.



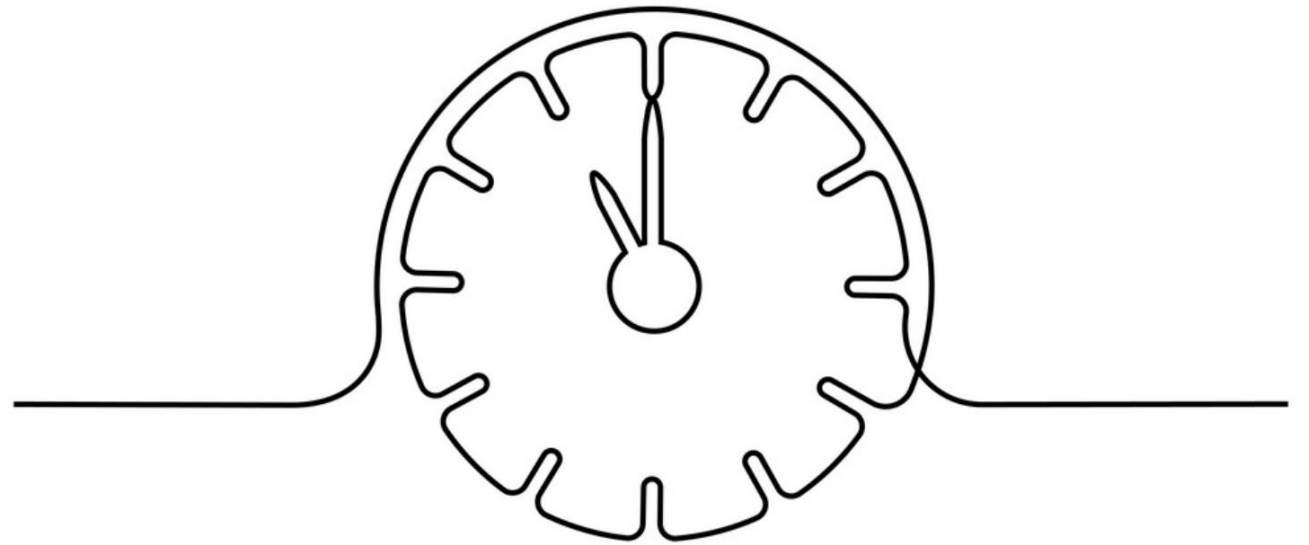
FRANCHISEE-FRANCHISOR Fit

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Is the business scalable
and easy to replicate?
Then an Achiever would
be a good fit.



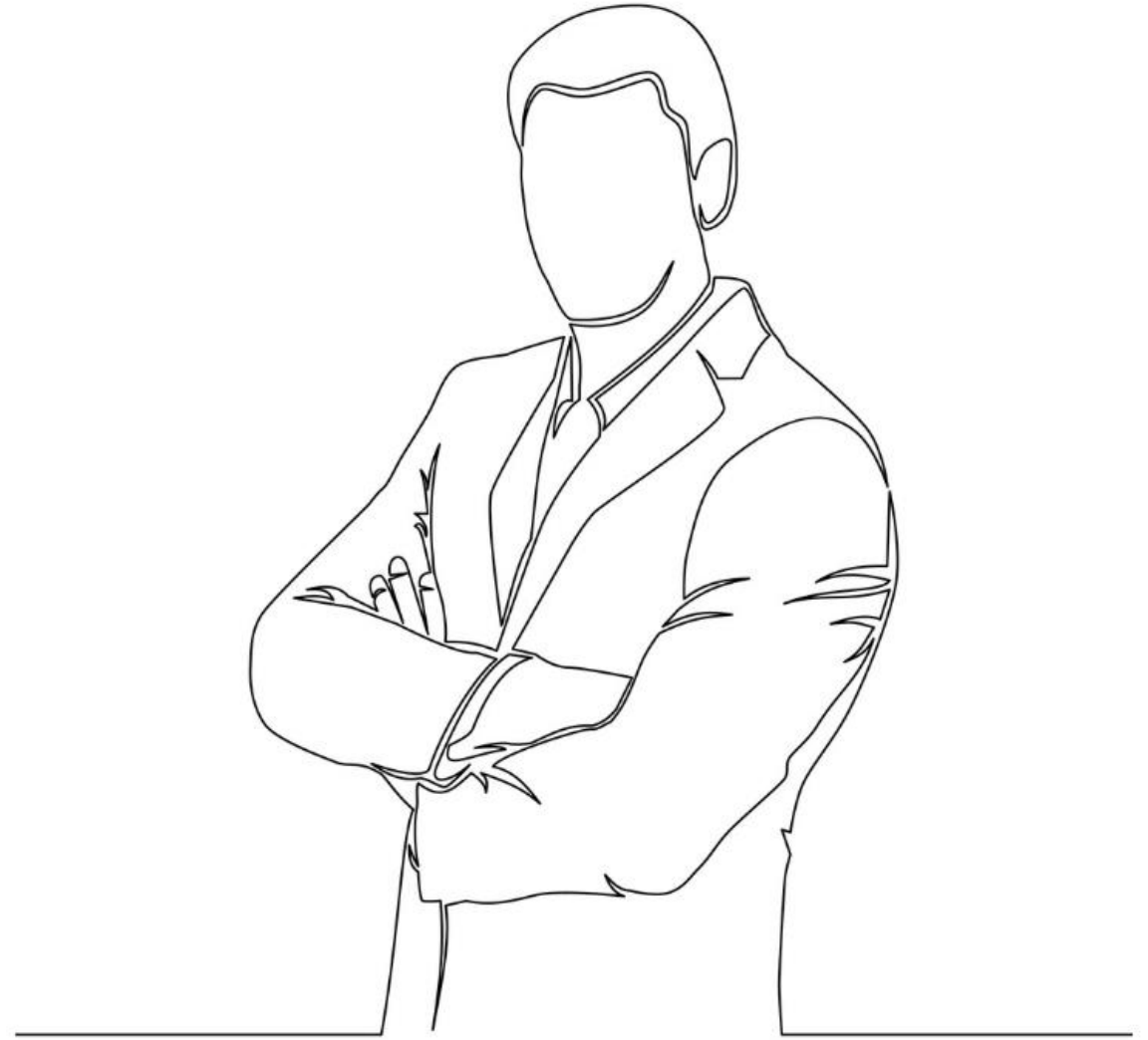
Achievers respect authority, rules, timelines and budgets. Is this important to this franchise system?



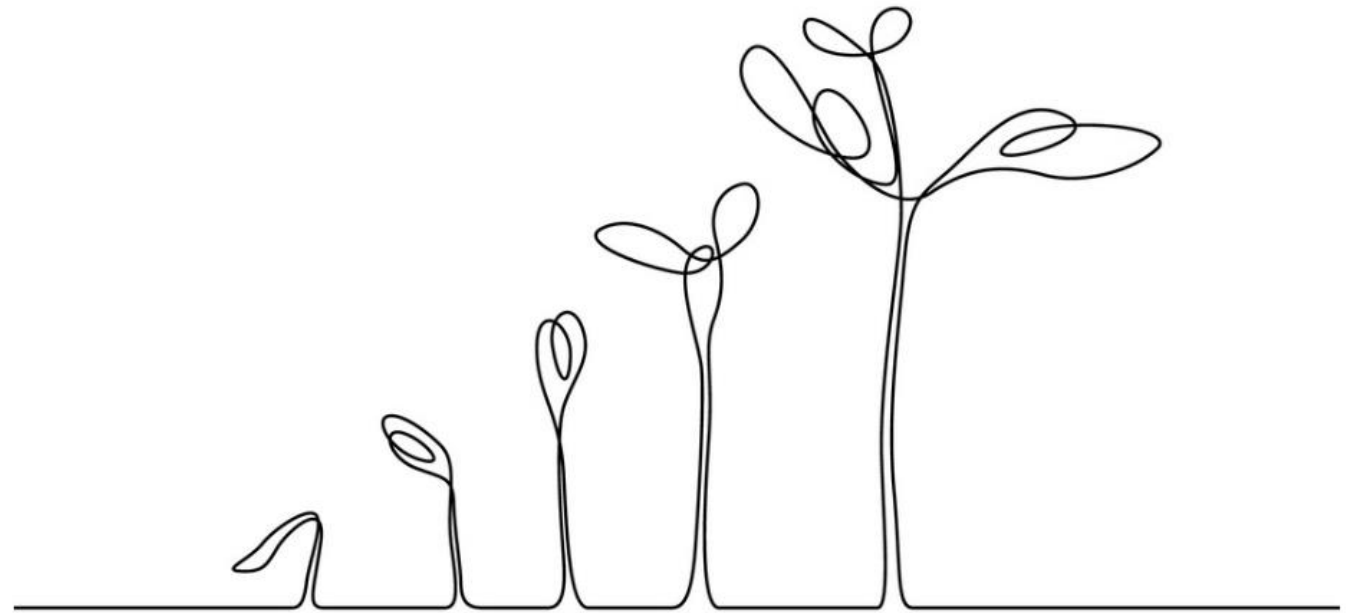
Does the company provide high quality products and services? If so, the Achiever will take notice.



Sometimes the Achiever will be an absentee owner. Don't worry, they are quite effective at managing others.



Can a franchisee build equity or legacy income with this business model? If so, an Achiever would be a good fit.



Achievers want to own or dominate the market. Does this franchisor have multi-unit or area developer opportunities?



If the business allows for a great deal of autonomy and control an Achiever would be a good fit.



NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Fit Matters — especially in business! Based on Stacey 's profile listed here are some business considerations.

- ✓ Unique product, service or positioning
- ✓ Management or absentee ownership
- ✓ Business-to-business or Business-to-consumer
- ✓ Legacy income
- ✓ Must be in control
- ✓ Prefers working with skilled employees
- ✓ Location and/or market important
- ✓ Image less important - service based okay
- ✓ Credible head office leadership and strong management
- ✓ Consistency in product, service and company
- ✓ Company that appreciates quality
- ✓ Desire to impact policy and procedure
- ✓ Ability to replicate; no need to reinvent the wheel
- ✓ Economical, value purchase
- ✓ High growth potential; dominate market
- ✓ Equity upon exiting business



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Achiever Considerations

- Think: understated, direct, clean, classy, high quality
- Treat with respect and recognize their accomplishments
- Focus on the balance of duty to family and success
- Avoid exaggeration, inconsistency and redundancy
- Do not oversimplify or withhold information
- Show how business can be replicated and scaled
- Highlight how to build equity and/or have an exit strategy
- Show uniqueness in market niche and strategic plans
- Provide historical and industry related statistics and stories
- Remember it's about the end-game: results and legacy



Rolex: Timeless Timepiece



Edward Jones: First Job

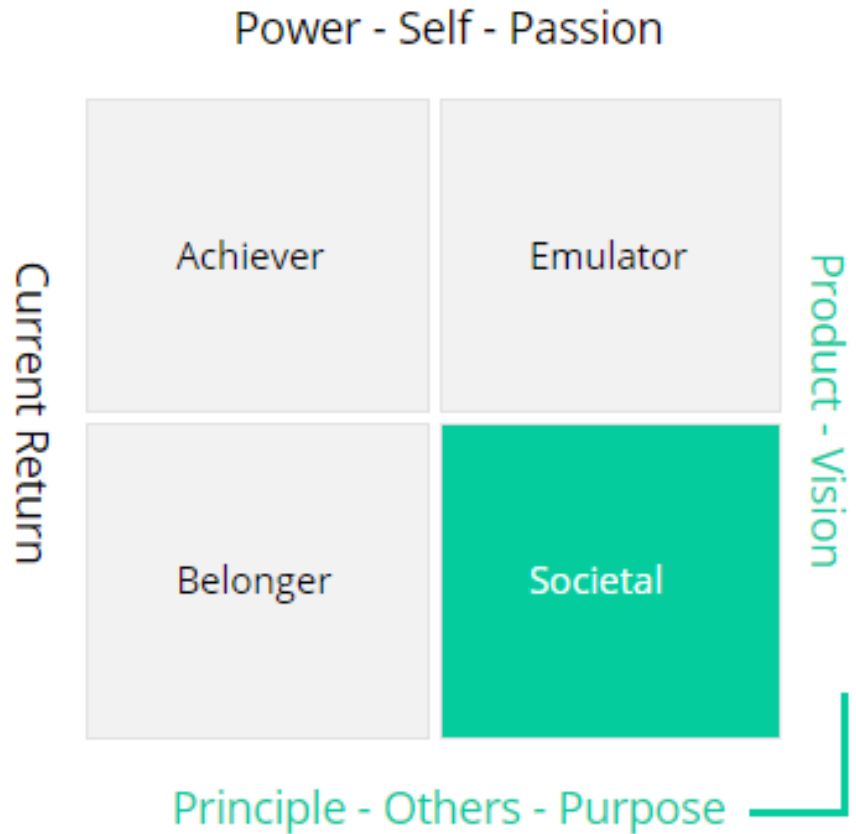


Mercedes: Stability & Control

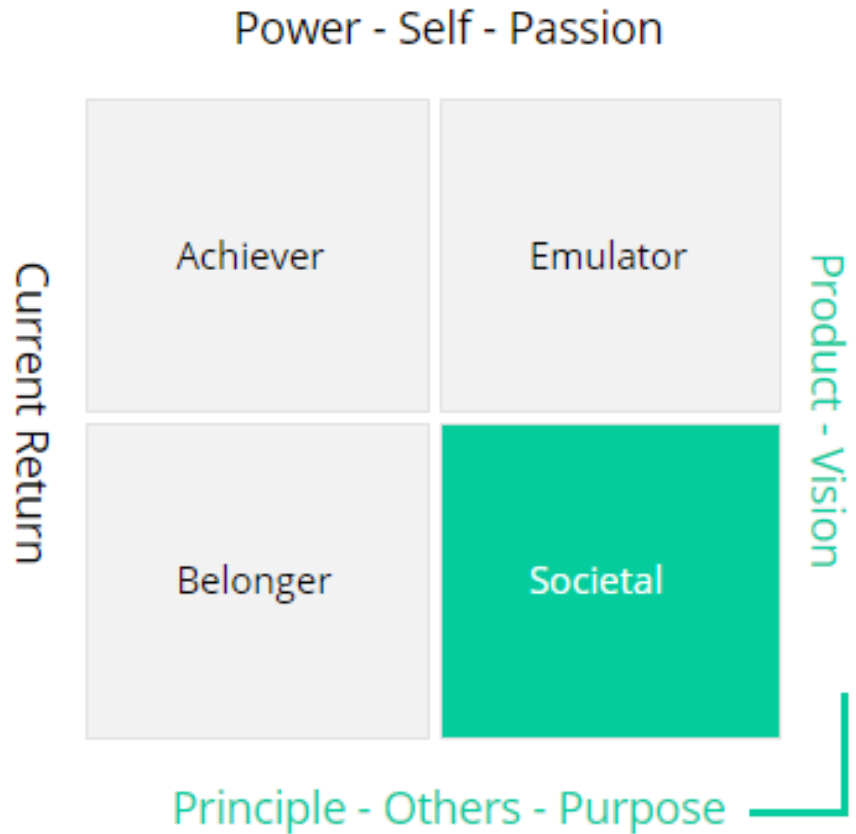


SociETAL

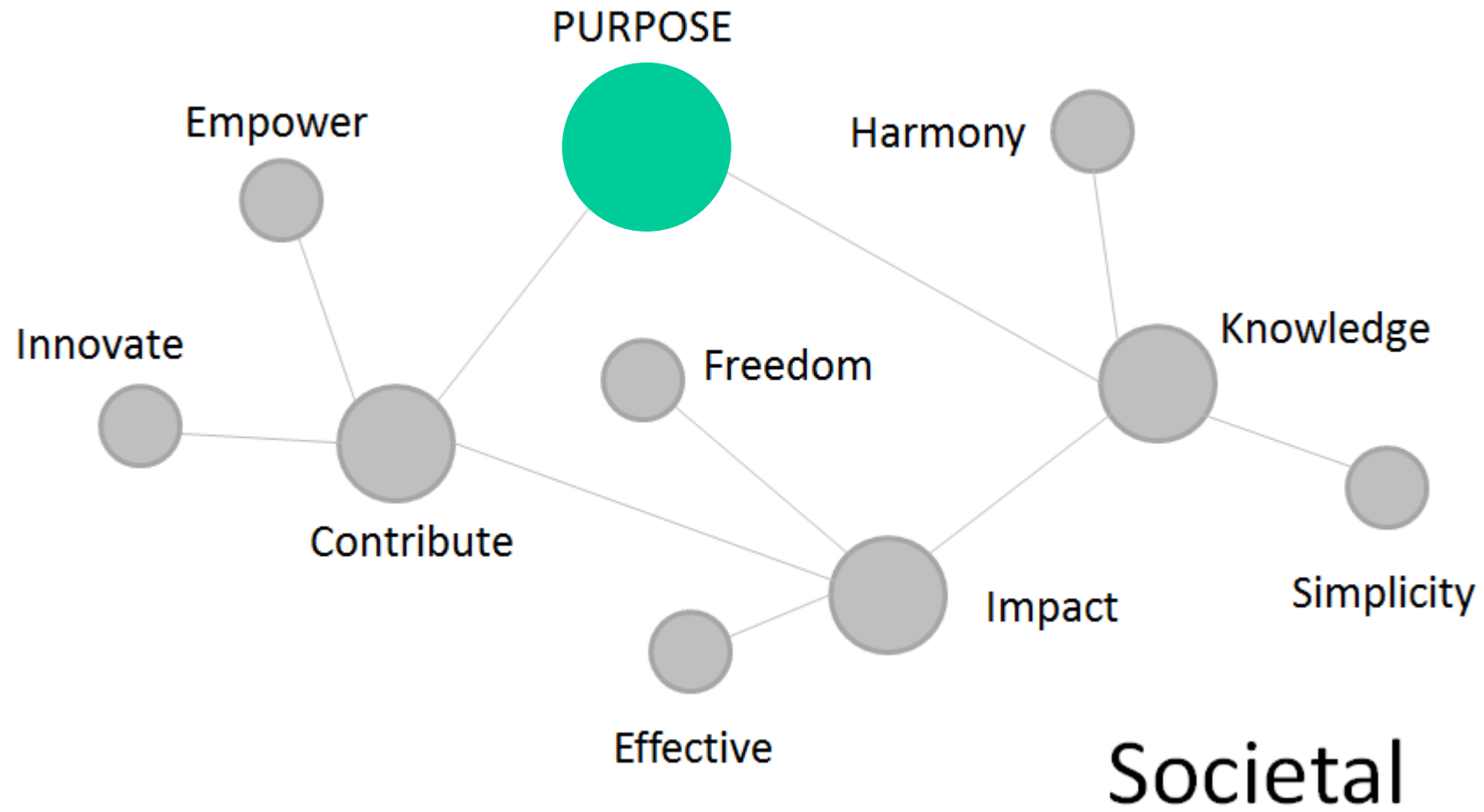
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- Sophisticated, active and take-charge.
- Interested in growth and seek to develop, explore and express themselves
- Value innovation, service and contribution
- High income and highly educated
- Among the established and emerging leaders in business and government



- Rich, diverse lives; wide-range of interests
- Concerned with social issues and open to change
- Sophisticated, quality conscious consumers.
- Cultivated taste for the finer things in life
- Purchase products and services that reflect personal style





Advocates and Advisors

It is not unusual to see a Societal acting as an advocate for those they believe need protection, counsel or direction.



Desires Simplicity

They are mature, satisfied, reflective people who value simplicity and lead uncomplicated lives.



Self-Expression

Self-expression can takes many forms: writing, teaching, politics, painting, collecting aboriginal art, etc.



Purpose Driven

Societals are innovative, influential and purpose-driven. They are relentless in pursing and sharing ideals.

FEARS & CONCERNS



Being Ignorant

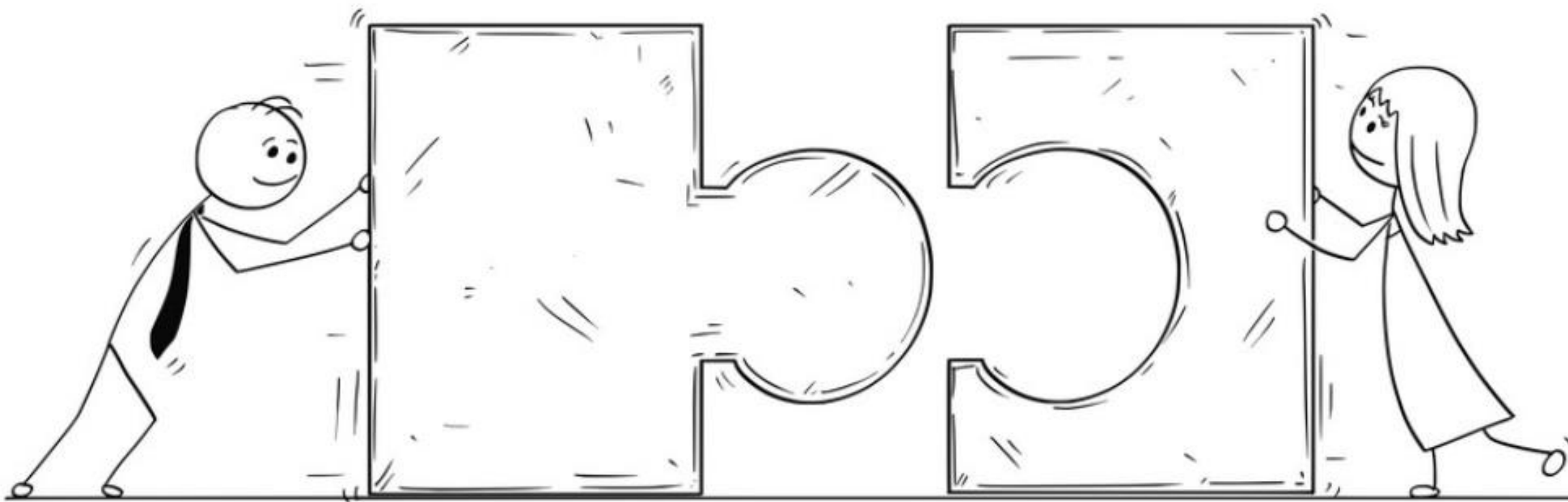
Nothing worse to a Societal than being ignorant about a topic where had they been aware they could have contributed.

Being Manipulated

The Societal's generous nature and soft-heart, will at times place them in situations where they are taken advantage of, or manipulated.

Not Making a Difference

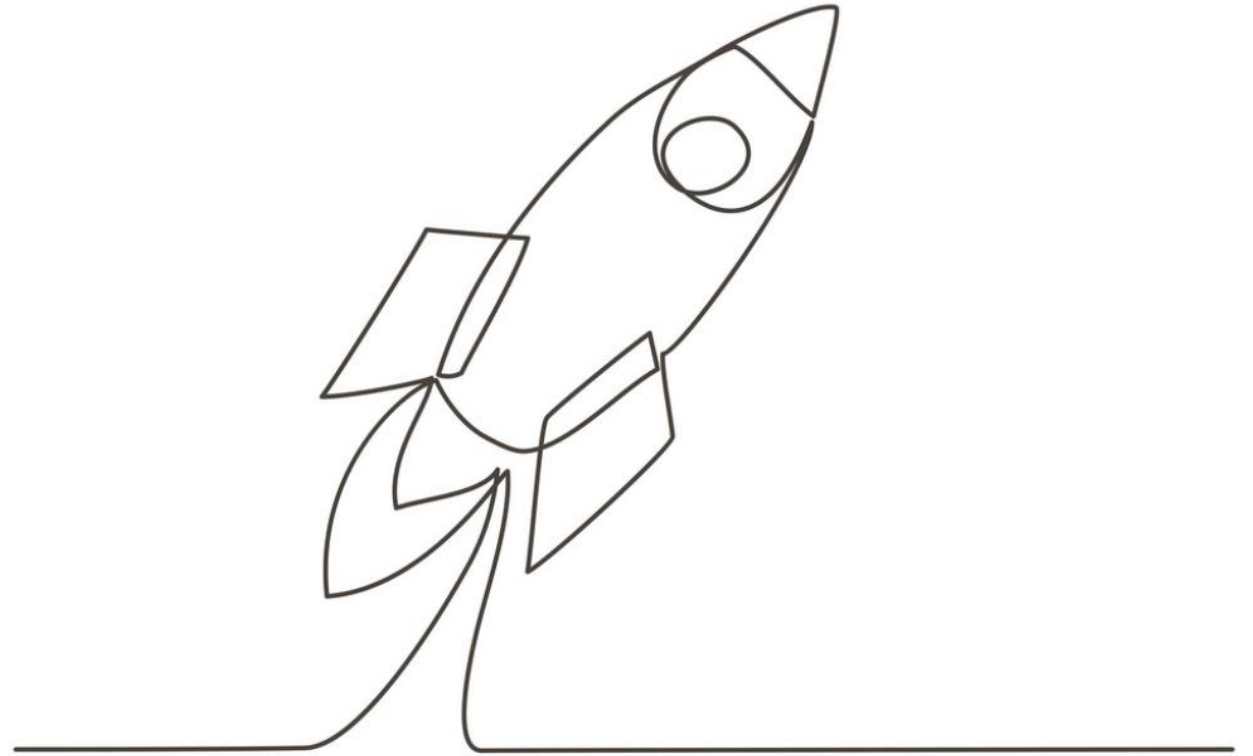
The Societal has an insatiable desire to make a difference. Situations in which they feel powerless to contribute will trigger fear.



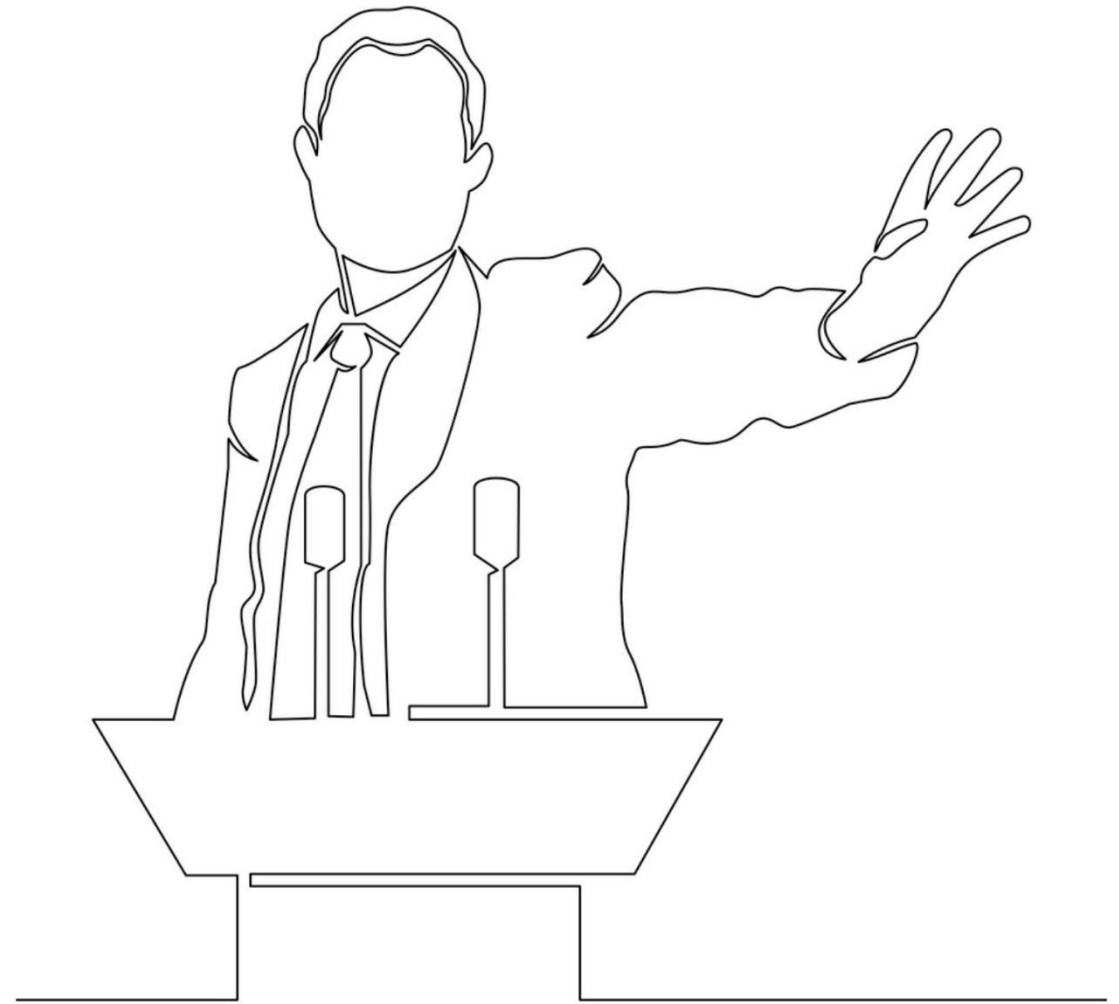
FRANCHISEE-FRANCHISOR Fit

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Societals are innovative
and pioneering with an
eye for the future.



Does the business require an advisor, educator or advocate? Societals desire to share their expertise and knowledge in an effort to help others.



If the business model requires few but highly skilled employees or partners the Societal would be a good fit.



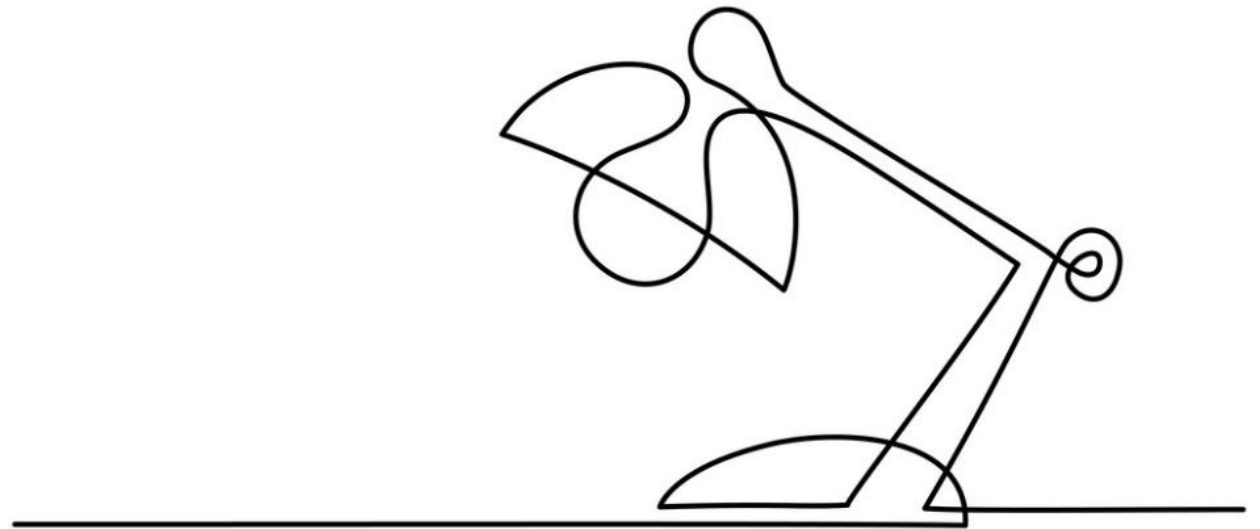
The Societal will likely serve on boards and committees thus having an impact on policy and procedure.



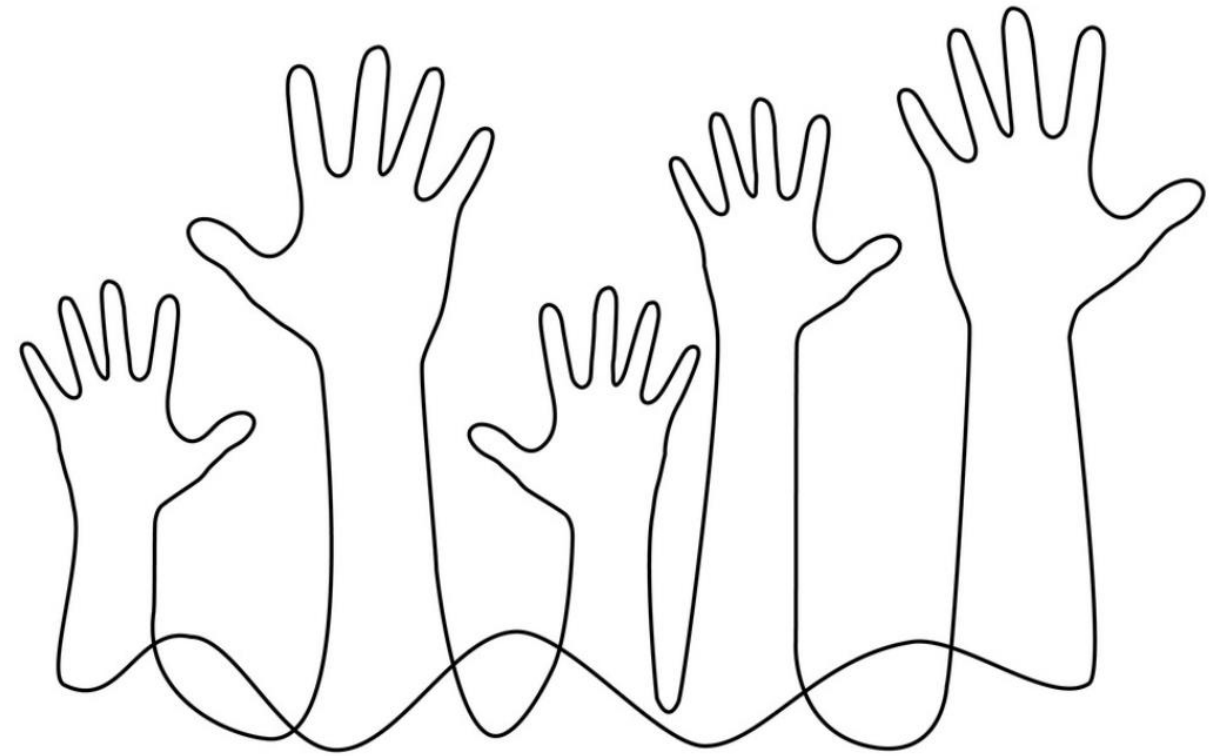
Societals typically have a large influential network. Will that be helpful in this business?



Societals will at times be investors. Thus, the business needs to be simply so others can run the day-to-day.



Is the business
educational, inspirational
or transformational or
purpose driven? If so, the
Societal will be a good fit.



NEEDS & WANTS

In a Franchise Business

Remember...

Success in franchising entails two major factors: Compatibility and Complementary Competencies between franchisee and franchise company. Fit Matters — especially in business! Based on Laurie's profile listed here are some business considerations.

- ✓ Purpose driven concepts
- ✓ Collaborative, solution based environments
- ✓ Business which builds community
- ✓ Inspirational, educational or transformational
- ✓ Ability to engage influential network
- ✓ Few highly skilled employees or partners
- ✓ May be an investor or absentee owner
- ✓ Diversity of clients and projects
- ✓ Desire to impact policy and procedure
- ✓ Company that appreciates innovation and creativity
- ✓ Simple business; easy to replicate
- ✓ Change or impact-based products and services
- ✓ Hands-off approach by head office
- ✓ Must leave a legacy
- ✓ Cultured, refined and deliberate business model
- ✓ Organization with impeccable principles



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Societal Considerations

- Showcase how your organization supports a cause
- Focus on educating, experience and self-expression
- Avoid anything that could be perceived as manipulative
- Show how your company fights injustice or inequality
- Highlight research and substantiate claims
- Be authentic, transparent and generous
- No fast-talking sales pitches
- Tell stories of transformation, inspiration and enlightenment
- Humility, kindness and compassion sells
- Recognize their intelligence and influence



Toms Shoes

A photograph of coffee beans in the foreground, with a blurred background showing coffee processing equipment. Overlaid on the image is white text with a black outline.

ALL STARBUCKS ESPRESSO ROAST SERVED IN
EUROPE, THE MIDDLE EAST AND AFRICA
IS 100% FAIRTRADE CERTIFIED.

Starbucks: Fair Trade



Amazon Prime Time



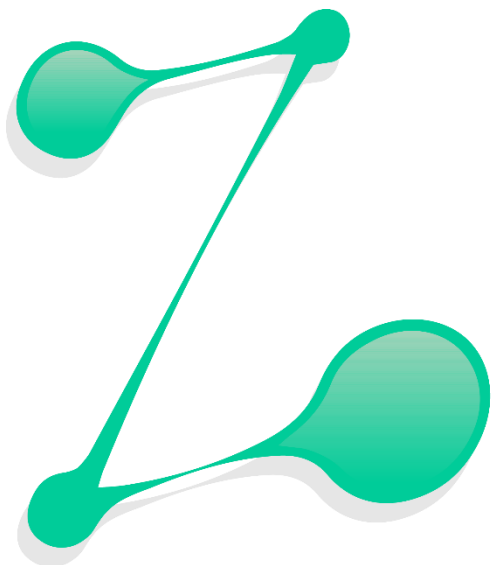
Which CAR GOES with Which VALUES SET?



Which Type of WATER GOES with WHICH VALUES SET?



Which Type of WATER GOES with WHICH VALUES SET?



ZORAKLE PROFILES

Smart. Scientific. **SpotOn!**