



FBA Step Process - Basic

This outline is for any deal moving forward in the pipeline stages. It is intended to show a simple step-by-step guide. The goal is to complete the action necessary to flow smoothly.

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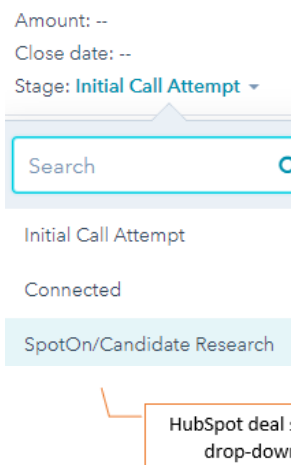
Step 1 - Initial call attempt

- **Objective**

- Qualify the candidate
 - Money - Has the money
 - Mindset - The right timeframe to move forward and attitude.
 - Motivation - Has a compelling reason for their interest in franchising.
- Provide enough value so they want to work with you
 - Save time
 - Save money
 - Make smarter decisions

- **Actions**

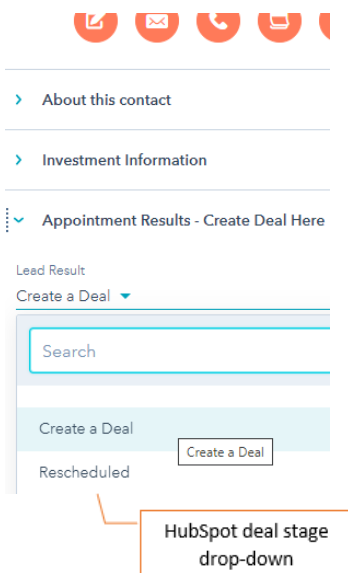
- If connected on the first call
 - Complete initial qualifying questions.
 - If qualified, schedule the SpotOn/Candidate Research meeting while on the call (schedule the meeting to be in 24 - 48 hours).
 - Create/complete follow-up tasks
 - Set a lead result which creates a deal.
 - After this Initial Call, > move your deal stage to the SpotOn/Candidate Research > and send email for the next stage.
 - Sequence folder - [PZEE - Zorakle - Process - After 1st Call](#)
 - PZEE - Zorakle - After First Call - Thank you
 - PZEE - Initial Engagement - Prep Education - 3 Questions to ask yourself before researching a franchise
 - PZEE - Initial Engagement - Prep Education - Value of using a Franchise Broker



Tech tips: To view BOS tutorial articles for each of these Sequences, click these links.

- [Enrolling and Sending Email Sequences](#)
- [Cloning Sequences](#)
- [Editing Sequences](#)

NOTE: If connected - (what was the result of this call?)



- If the call was connected and you are moving it along with the next steps, you must create a deal.
- In the BOS contact record - scroll down to Appointment Results - Create Deal Here > click on the dropdown menu > Lead Result > select Create a Deal.
 - Refresh the page and then look for the deal record located on the right-hand side of the contact screen.
 - Now move the deal stage from the initial call to SpotOn/Candidate Research.

Tech tips: To view BOS tutorial articles click here >

- [How to create a deal](#)

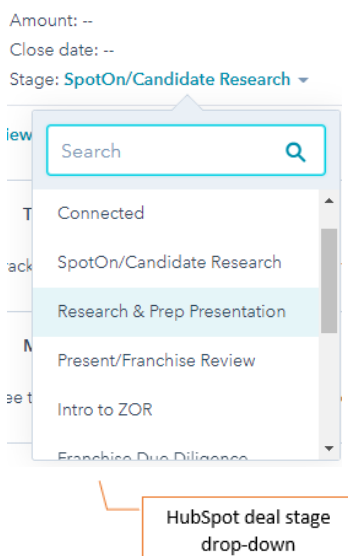
Step 2 - SpotOn/Candidate Research call

● Objective

- SpotOn shows you and the candidate where the candidate is special and what kind of brands they are a fit for.
- Also, help the candidate understand that purchasing a franchise from a consumer mindset, isn't the best option.
- There is a science to picking the right franchise and you help them do that.

● Actions

- Review the SpotOn results before the call
- While on the call, complete the candidate Research form with the candidate.
- Complete the franchise category ratings.
- Schedule the next meeting for Present/Franchise Review while on this call (this is the presentation meeting in Step 4). *Allow yourself 4-6 days for this preparation.*
- Create/complete follow-up tasks
- After this SpotOn/Candidate Research call, > move your deal to Research & Prep Presentation and send email for the next stage.
- Sequence folder - PZEE - [PZEE - Research - Process - After the Zorakle/](#) (Best practice to use all 4 emails in this sequence).
 - PZEE - Research - Process - After the Zorakle/CRF - What happens next?
 - PZEE - Research - Prep Education - 6 Questions every buyer has and we find answers to
 - PZEE - Research - Prep Education - Never would have thought - Keep an open mind
 - PZEE - Research - Process - The plan for the franchise review



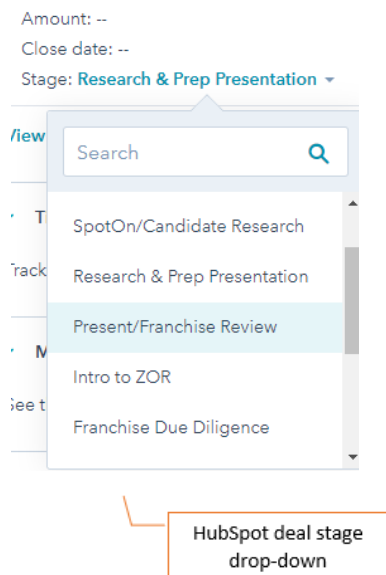
Step 3 - Franchise Research & Prep Presentation

- **Objective**

- Find franchises the candidate will be interested in.
- Prep matching statements to what the candidate wants.

- **Actions**

- Collect the filters needed for researching the FLS
 - Send territory checks
- After receiving responses from the franchisors on the requested territory check;
 - Collect materials, comparison reports, information packet, and details for the presentation step.
 - Organize and create the franchise materials to present.
 - Look for information in the presentation materials about why this brand would fit the candidate's wants, skills, and goals.
 - Create/complete follow-up tasks
 - After you have gathered your Franchise Research and prepared the presentation materials > move your deal to the Present/Franchise Review stage.
 - The sequence folder has already been set from the previous step.



Note on Sequences:

It's important to send the sequences at this stage to set the expectations for the presentation call. We recommend knowing these sequences well, to avoid an increased frequency of having to do additional rounds of research to find other brands for the candidate.

Note on Funding:

Funding is not a stage. It can be started at any point of the process depending on the candidate's willingness. The sooner you start, the shorter the sales cycle will be, as secured funding prevents delayed closing. Here are those sequences.

- Funding
 - Start with this sequence for funding
 - [PZEE - Funding - Education - How do you fund a franchise?](#)
 - a. [Checklist and expectations](#)
 - Check these sequences for the specific candidate situation and general funding education
 - a. [PZEE - Funding - Rollover](#)
 - b. [PZEE - Funding - Education - 5 C's of Funding](#)
 - c. [PZEE - Funding - Credit Repair](#)
 - d. [PZEE - Funding - Low Liquidity](#)

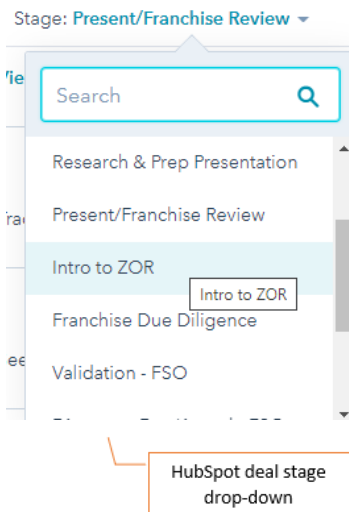
Step 4 - Presentation/Franchise Review

○ Objective

- Get the candidate to commit to having an introductory call with at least two franchises.
- Create curiosity and interest in the brands shown.

○ Actions

- Present the brands
 - Collect and note the candidate's interests, reservations, and selection.
 - Send formal registration to the selected franchises with SpotOn or other items like the Candidate Research Form.
 - Schedule meetings with the franchisor(s) and the candidate.
 - Create/complete follow-up tasks
- After the Presentation/Franchise Review meeting, > move your deal stage to Intro to Zor and send an email for the next stage.
- Attach marketing materials discussed.
- This sequence is a high priority. Be familiar with it and use it regularly as it helps with the candidate's expectations and commitment to the next stages.
- Sequence folder - [PZEE - Intro to Zor - Process](#)
 - PZEE - Intro to Zor - Prep Education - Strategy and checklist for your franchise call
 - PZEE - Intro to Zor - Prep Education - You can't just buy a franchise



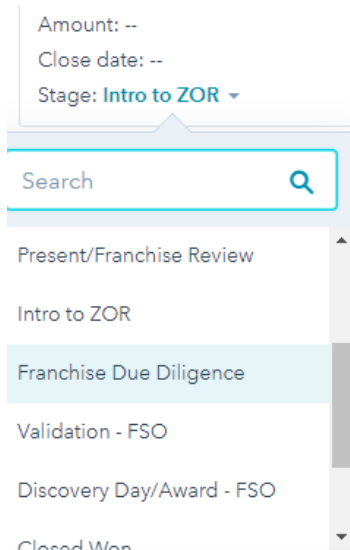
Step 5 - Introduction to Zor

- **Objective**

- Get the candidate to meet the franchisor and keep an open mind.
- Help the candidate present themselves well so that the brand rep likes them.
- Get the candidate to commit to a 2nd call. Deal closing rates go up significantly if the candidate goes to the second call (Franchise Due Diligence Stage).

- **Actions**

- If on the call, make the introduction and set expectations for the call.
 - Moderate conversation if needed.
 - Follow the franchise's next steps in the process.
 - Communicate with both the franchisor(s) and the candidate.
 - Schedule meetings with the franchisor(s) and candidate.
 - Create/complete follow-up tasks
 - After your Intro to Zor, > move your deal stage to Franchise Due Diligence and send an email for the next stage.
 - Sequence folder - [PZEE - Due Diligence - Prep Education](#)
 - PZEE - Due Diligence - Prep Education - Look for as you start the franchise due diligence
 - PZEE - Due Diligence - Prep Education - Products and competitive advantages
 - PZEE - Due Diligence - Prep Education - Learning the systems and marketing
 - PZEE - Due Diligence - Prep Education - Learning the FDD
 - PZEE - Due Diligence - Prep Education - What's coming next - Validation, attorney, FDD, territory



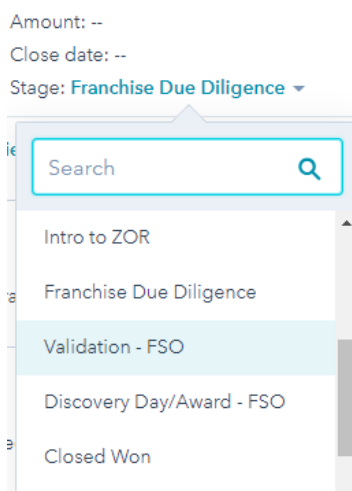
Step 6 - Franchise Due Diligence

- **Objective**

- Provide value in helping the candidate research and verify the brand's merits.
- Work with the franchise to strategize when deal obstacles present themselves.
- Managing the franchise's view of the candidate.
- Conversations should cover 3 categories with BOTH the franchise rep and the candidate.
 - Leadership - Inspiring them to see the opportunity and their skills.
 - Communication - Presentation of themselves, understanding others, bridging communication gaps.
 - Strategy - How can you make obstacles into opportunities?

- **Actions**

- If on the call, make the introduction and set expectations for the call.
 - Moderate conversation, if needed.
 - Follow the franchise's next steps in the process.
 - Communicate with both franchisor and candidate.
 - Facilitate scheduling of next meetings.
 - Create/complete follow-up tasks
 - After the Franchise Due Diligence, > move your deal to Validation and send an email for the next stage.
 - Sequence folder 1 - [PZEE - Validation - Prep Education](#)
 - PZEE - Validation - Prep Education - The Real Power of Speaking to Franchise Owners
 - ZEE - Validation - Prep Education - Building your financial projections - SBA pro forma
 - PZEE - Validation - Prep Education - How to get the GOOD stuff on these calls
 - Sequence folder 2 - [PZEE - Validation - Executive Interview](#)
 - PZEE - Validation - Prep Education - Executive Call - Don't blind interview
 - PZEE - Nurture - Education - Franchising - Community support



Step 7 - FDD *(This step is part of the Due Diligence step. The candidate may have received the FDD by this time).*

- **Objective**

- Help the candidate
 - Understand how to ask questions.
 - Educate the candidate about this step.
 - Answer questions about the tools and resources sent to them through the sequence.
 - We recommend that you do not sit on the FDD review call with the Franchisor.

- **Action**

- Facilitate questions to help read the FDD Guide provided with an [educational video](#). How to read an FDD by Eric Riess, Aspen Legal.
- Prep step for Introduction to Attorney, if needed (A [sequence](#) is provided with contact information and pros and cons of each attorney).
 - Sequence folder *if needed as noted above*: [PZEE - Attorney Review](#)
 - PZEE - Attorney review - Prep Education - Should I get a franchise attorney to review the FDD?
 - PZEE - Attorney review - Prep Education - List of franchise attorneys for franchise consultation
- Create/complete follow-up tasks
- After FDD review, > move your deal to the Validation stage.
- Sequence emails for this preparation were sent from the previous step. See step 6 to review the sequence folders.

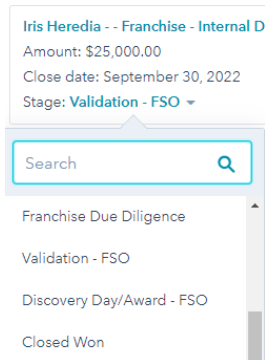
Step 8 - Validation - FSO

- **Objective**

- To help the candidate feel confident that the people who bought before them are happy and satisfied with their franchise.
- Prepare them to handle different types of feedback from the franchisees.
- Help them focus on the types of questions they can use to gain financial information.
- Try to get them to think strategically about the information they get. Get them to think, *"how can I leverage the knowledge and resources the franchisees have shared to grow faster?"*
- Manage their feelings and impressions.

- **Actions**

- Prep the candidate with validation tools.
- Communicate with both franchisor and candidate.
- Facilitate scheduling of next meetings with CPA or Attorney, if needed.
- Enter the expected closed date and amount of the deal's commission.
- Create/complete follow-up tasks
- After the Validation review, move your deal to Discovery and send email for next stage
- Template Email - [Discovery Day - Prep Education - 2](#)
 - PZEE - Discovery Day - Process - Preparation for discovery day checklist



HubSpot deal stage drop-down

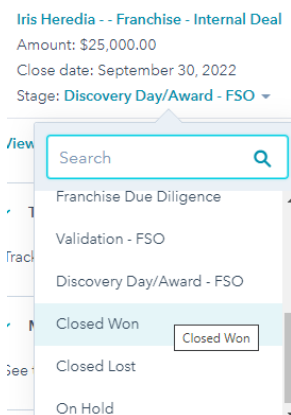
Step 9 - Discovery Day/Award - FSO

- **Objective**

- The deal has a good chance of closing
- Help the candidate make a good impression with the franchisor
- Help the candidate handle their fear
- Help them handle final logistics - funding, territory, agreement issues
- Work with the franchisor to strategically close the deal

- **Actions**

- Checklist and expectations (in the template from the previous step).
- Preparation for discovery (in the template from the previous step).
- Follow up for approval and signed agreement.
- If approved, move your deal to Closed Won.



Step 10 - Closed Won

- **Objective**

- Celebrate your WINS!
- Get a testimonial or LinkedIn recommendation.
- Thank your candidate and the franchisor.
- Ensure the candidate is comfortable during the hand-off to the Franchise new Franchisee team.

- **Actions**

- Post-Discovery tasks for the franchise award process.
- Start/Finalize the funding process, if applicable.
- Complete all pending tasks.
- Invoice the franchisor for payment.
 - For a cobrokered deal with the FBA, FBA will invoice the franchisor
- Enter your won deal information in BOS, pop-up prompted when moving the deal stage to Closed Won.
- Enter the closed Won Deal on the FBA's Leaderboard.
- Celebrate!!
- Sequence folder - [PZEE - Won - Prep Education](#)
 - PZEE - Won - Prep Education - Congratulations
 - PZEE - Won - Prep Education - Learning recommendations to help with your franchise
 - PZEE - Won - Prep Education - Best tool for starting your franchise - Your hand

Move deal ×

Before you can move Iris Heredia - - Franchise - Internal Deal to Closed won you will need to update these properties

Deal Comments

PZEE - Closed Won: Number of Units *

HubSpot deal stage drop-down

Leaderboard & Deal Recognition
Leaderboard standings reflect closings between November 1st to October 31st. Deals w

DEAL TYPE*

SALE DATE*

FBA FRANCHISE*

CONCEPT NOT IN FBA INVENTORY

FBA BROKER NAME*

Log into
FBAmembers.com



**Franchise Brokers
Association**