

Keys to Franchise Brokering

Spin Techniques

Situation | Problem | Implication | Needs Payoff

Before every call:

- Prepare Your Questions
- Refer to the Spin Workbook for templates
- Create a planned advance

Check questions before use:

- ☐ Open ended
- ☐ Offensive
- ☐ Relevant

Get the buyer to move into the emotional layer and help them practice presenting for the reputation layer.

Layers

Surface

Emotional

Reputation

Franchise Specific

1 Franchise

Understand Completely

TALK TO ZOR

MASTER PRESENTATION

TARGET BUYERS WHO FIT

GENERATE LEADS

SHOW CREDIBILITY

SHOW EXPERTISE

FDD Summary

Download and Use the Guide to ID Paramaters & Standards from the Resource Center.

FDD Summary: Stats Guide

1 & 2	Opened locations per year		
	5 is low Ask: What are your plans for growth?	12 is a good pace	30 high volume Ask: How are you managing your growth? Check staff to franchisee ratio
3	Multi-Unit		
	Take the percentage of the total	Normal is 10% of total. Ask: What is your multi-unit strategy?	

FBA Brokering Sales Process Roadmap

- Build Tangible Experiences
- Propose Long-Term Relations
- Be specific and more importantly, be an active listener.

1. Initial Call (Step 1)
 - Funding (Step 1.2)
2. SpotOn/Candidate Research (Step 2)
3. Franchise Research (Step 3)
4. Presentation Review (Step 4)
5. Intro to Zor (Step 5)
6. Due Dilligence (Step 6)
7. FDD Prep (Step 7)
 - Intro CPA (Step 7.1)
 - Intro to Franchise Attorney (Step 7.2)
8. Validation
9. Discovery/Award (Step 9)
10. Post-Discovery Day (Step 10)

6 Questions

To have a successful deal, you must answer all of these questions to the candidate's satisfaction.

How much is it going to cost me?

How much money am I going to make?

How quickly can I make it?

What are other people saying about it?

How will I be supported?

Can I see myself doing this?