

THE BROKER'S Candidate Playbook

A Guide For Coaching Your Candidates From the Introduction
Call to Franchise Award Day



Franchise Training
Institute



The Initial Introduction Call

This is the most important conversation you will have with a lead because if you don't do well with this conversation, you'll never get to the next step in the process with them.

Three Goals of the Initial Introduction Call

1

Build Trust

Every lead comes to you with their guard up.

2

Discover Mindset, Motivation, and Money

Every lead comes to you with a desire to pursue pleasure and avoid pain.

3

Set the Stage For a Brand Presentation Meeting

Every lead comes to you with their guard up.

Schedule The Next Meeting Before This One Ends!

How Trust is Built From The First Call

1

Establish Rapport

Find something in common to talk about so they see you as a real person.

2

Help Them Understand You and Your Business

Tell them a little about yourself, your business, and your “why.”

3

Explain The Process You Will Guide Them Through

Help them understand all the steps from today through award day.

4

Request Their Permission to Move Forward

This shows them that they are in control and you’re there to serve them.

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Questions To Ask To Learn Motivation

1

Their Job and Career

What do you do for work now? Tell me about your career.

2

Their Pain or Dreams of a Different Future

What's happening in your career or life that is prompting you to consider opening a business?

3

Their Understanding of Franchising

What do you know about franchising? Why are you considering this path?

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Questions To Ask To Learn Mindset

1

Ownership Type

Do you want to be the daily operator of the business? Do you need something semi-passive from onset? Do you want to build an empire?

2

Industries of Interest

What kinds of business can you envision yourself enjoying and thriving in? Reassure them that they usually don't need experience with the industry.

3

Timing

How soon would you like to be open for business? Explain the 1-3 month due-diligence process, training, and preparation for grand opening.

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Questions To Ask To Learn About Money

1

Liquid Capital

Can you tell me how much capital you have easy access to? Ask about cash, investments, equity, and retirement. Explain minimum requirements.

2

Maximum Investment

Can you tell me the maximum amount you're comfortable investing in a business? Explain what all is included in the investment. Mention financing.

3

Credit Score

What is your current credit score? Explain the minimum required for utilizing SBA lending.

4

Net Worth

Can you tell me where your net worth is today? Explain that this is just a qualification question as there are minimum requirements.

Schedule The Next Meeting Before This One Ends!

Closing The Conversation

1

Explain What Comes Next

Explain that you'll be sending them the Zorakle and explain what it is and why we use it.

2

Ask If They Have Questions

Offer to answer any questions about franchising in general, you personally, or the process you'll take them through.

3

Schedule Zorakle & Industry Call (optional)

Some brokers schedule a second meeting to review the Zorakle results and walk them through a rating of each of the industries.

Schedule The Brand Presentation Meeting

Keep Your Candidate Engaged

1

Engagement Sequence

Enroll them in the “Preparing for Brand Presentation” sequence.

2

Lead From The Front

Keep the process moving forward by scheduling every next conversation before ending the current one.

3

Manage Their Mindset

Encourage, praise, and cheer them on. Call out bad habits, behavior, and stall tactics. Help them name and deal with fear at each step.

A Deal on Auto-Pilot is a Deal That Probably Won't Close!

Your Final Steps

1

Enter All Candidate Information Into HubSpot

2

Create a Deal in HubSpot

3

Push the Record to FBA Members

4

Begin Your Research!