



Franchise Brokers
Association

THE BROKER MARKETING PLAYBOOK

William Huffhine
Quantum Franchise Group

The Mathematics of Franchise Brokering

0

DEALS

0

CLOSINGS

0

COMMISSIONS

**KEY PERFORMANCE INDICATORS WITH
ZERO LEAD GENERATION**

The Mathematics of Franchise Brokering

3,650

LEADS



If You Close
½ Percent of Leads

18

CLOSINGS



If You Close at
\$20K Commission

\$360K

COMMISSIONS

**ANNUAL PERFORMANCE POTENTIAL WITH
10 LEADS GENERATED PER DAY**



”Where am I going to find 3,650 leads?!”



Finding Leads



Acquiring Leads



Creating Leads

LEAD CREATION DEFINITIONS

Branding

Who you are
What you do
How you do it
Why you do it

Marketing

The process of
communicating why
your brand is
important to the
listener.

Lead Creation

The result of the
effective marketing
of a compelling
brand.

Lead Creation is the Outcome of Branding & Marketing

BRANDING

Identity

WHO

Your business identity should be simple, meaningful, and memorable.

Quantum Franchise Group

WHAT

You should be able to explain what you do in a single sentence.

We help aspiring entrepreneurs make the dream of business ownership a reality.

WHY

"People don't buy what you do, they buy why you do it."
~Simon Sinek

We believe franchise ownership is the safest, most predictable path to business ownership.

HOW

People either feel safe or guarded with you depending upon how you do what you do.

We are an integrity-first organization placing your best interests above our own.

MARKETING

Activity

ACTIVE

Networking
Social Posting
In-Person Events
Live Webinars

Creating 10 leads per day, 3,650 leads per year will require a combination of active and passive marketing. Waking up to passive leads every morning is a great way to begin the day!

PASSIVE

Effective Website
Evergreen Content
Free Downloads
Advertising
Recorded Webinars
Online Courses

BROAD

Becoming the household name known and loved by everyone everywhere.

I'm a Pepper, she's a Pepper, wouldn't you like to be a Pepper too?

FOCUSED

Speaking to specific people with specific needs/wants for which you have a specific solution.

You love music and want a device that will allow you to carry 1000 songs in your pocket

LEAD CREATION

Relationships

ENGAGE

Time kills deals.
Engage with leads
immediately.
Establish trust
from the first
conversation.

CREATE VISION

Help your lead
create and
embrace a picture
of a future life that
is better than their
present.

REMOVE FEAR

Fear will always
enter the process.
Your job is to help
remove the fear
with honesty &
integrity.

LEAD THE WAY

Remain out front,
in the lead, and in
control of the
process all the
way to the finish
line.

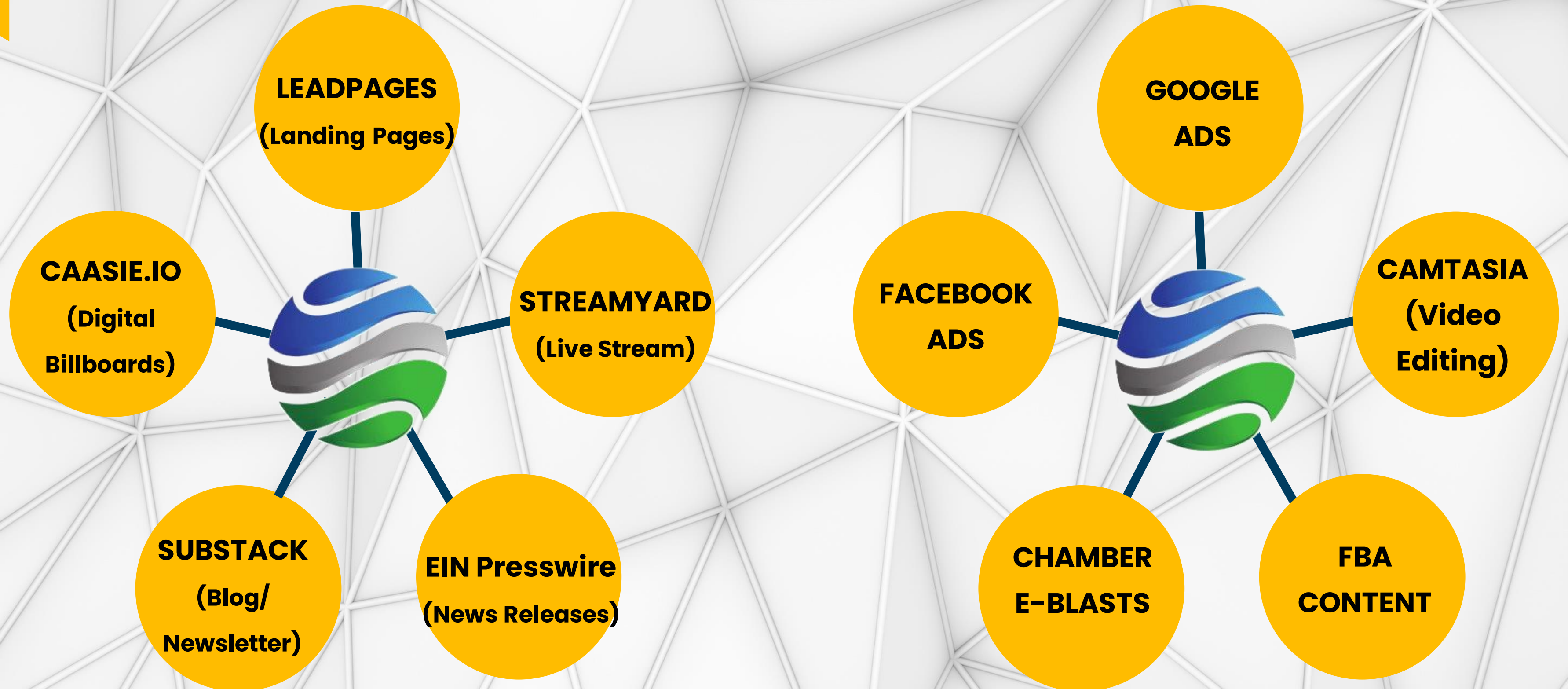
MARKETING

The Quantum Way



MARKETING

Some of the Tools We Use



MARKETING

Examples



Many aspiring business owners think about owning their own Chick-fil-A franchise. It's a beloved brand and one of the fastest growing franchise systems in the United States.

There's no disputing how good the food and service is, but is this the best investment option for a food and beverage entrepreneur? There's a lot to love, but also a lot to carefully think through before investing.

In this article we break it all down for you to help you determine if this is the best business ownership option for you.



quantumbc.substack.com

The Truth About Owning a Chick-fil-A Franchise

Learn more

11

18 comments

Like Comment Share



Tiny homes are exploding in popularity across the United States and franchise owners with the nation's leading ADU design and construction firm are generating an average of \$1.7 million in revenue and gross profit over \$900,000.

Tiny homes are helping to solve the enormous housing crisis gripping the country and by becoming a franchise owner with our company you'll play a role in improving the lives of aspiring homeowners in your area.

No design or construction experience is necessary to own a successful tiny home construction franchise. Our internal team handles all blueprint design, helps you hire qualified and vetted contractors, manages your marketing and lead generation, and even books your appointments with you through our in-house call center.

There are very few business ownership opportunities with such a high return on such a small initial investment. This is one of them and we're excited to show you how to own your own territory.



FORM ON FACEBOOK
Own a Tiny Home Construction Business

Learn more

You and 16 others

Like Comment



RRC Member Exclusive News from: Quantum Franchise Group



Quantum Franchise Group is looking for a local entrepreneur to open Michigan's first Southern Steer neighborhood gourmet butcher shop and specialty market.



Oakland County has been identified as a high priority location for this rapidly growing franchise that began in Clearwater, FL with eight locations now in operation and more in development. **When you work with us at Quantum Franchise Group to open your Southern Steer store, you'll be awarded a Franchise Fee Rebate of \$3,000 to use however you wish.**

By offering the highest quality meats, marinades, and complimentary gourmet groceries, Southern Steer continues to win over new fans with sales increasing dramatically. In 2020, as restaurants shut down and Americans learned the joys of cooking at home, Southern Steer had their best year ever with record-breaking sales that show no signs of slowing down as new locations are opened around the country.



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We Love Their Chicken, But the Model, Not...
JUN 12 · WILLIAM HUFFHINE



Open a Gourmet Butcher Shop



Your 9 to 5 Job Doesn't Want You to Thrive

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RESILIENCE MUST BECOME YOUR SUPERPOWER

**3,632 of your 3,650 annual leads
will NOT close.**

**You will be ghosted by most of
your leads.**

**You will spend time researching
and preparing brand reviews, for
which your leads don't show up.**

**You will introduce candidates to
Zors, and your candidates will
ghost them too.**



RESILIENCE MUST BECOME YOUR SUPERPOWER

**BUT Every deal you DO close will
positively change**

LIVES

FAMILIES

GENERATIONS

COMMUNITIES



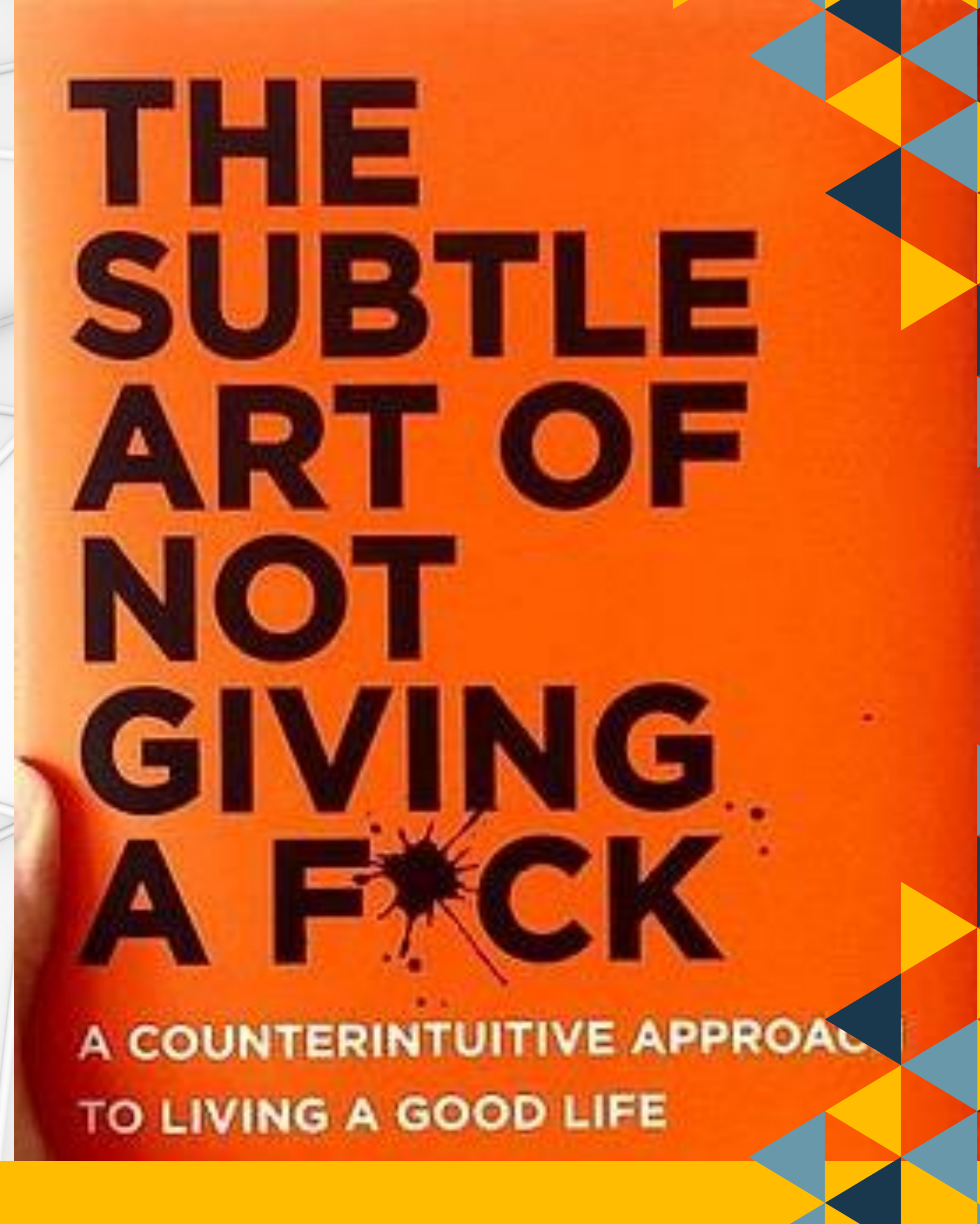
YOU ARE NOT DEFINED BY YOUR LOSSES

Negative experiences are an unavoidable part of life.

Your limitations and failures are simply opportunities for growth and future success.

Losing a deal doesn't diminish your worth and potential as a franchise professional.

Every loss tees you up for the next win.



**You Have What it
Takes to Change
the World**

