



Preparing for an Executive Interview

Checklist

- ☐ Understand the difficulty of the interview
- ☐ Prepare the logistics
 - Audio and video check
 - Timeliness
 - No distractions
 - Dress
- ☐ Prepare questions
- ☐ Practice

Explanation

Understand the difficulty of the interview

- This step in the process is the most difficult. We see good buyers can get declined for reasons they don't understand. What you say matters in this step. Proper understanding of the mindset of the leadership team will help you get approved. Whether you decide to move forward or not, you want to get approved.
- **The franchise leadership mindset:** Franchise leadership teams are strict at this stage in the process because they understand the negative impact of having someone who is not a fit for the model come into the system. They have most likely lived the pain of this experience and are more sensitive to it than the development team who does not deal with training or operations.
- That means if a buyer gives ANY indication, they are not a fit for the business, the leadership teams can be quick to decline. This can be hard to undo even if it is a mistake or misunderstanding. Here are some common things they decline for:
 - Low commitment to the business
 - Lack of time applied to the business by the owners
 - Attitude and professionalism
 - Cultural fit
 - Types of questions asked
 - Willingness to do certain types of work



- **Low commitment to the business** – Franchises always prefer to see owners who are willing to commit to the business and take it seriously. They want you to care about the investment and for it to be a truly important venture. One you are willing to make sacrifices for and do what's necessary to see it succeed.
- **Lack of time applied to the business by the owners.** - Many franchises want owners to be more heavily involved especially in the first year. The early business set up demands create an increased workload. Even if the business is a passive model, a seriousness about your commitment to lead the team, oversee the activities and support the company's growth should be demonstrated in the call. If you are planning to hire, ensure you discuss your commitment to finding top talent and your willingness to build a culture your talented team will thrive in.
- **Attitude and professionalism** – Franchises want to see you are organized and professional. Handling challenges and conflict should be seen as opportunities to reconnect, clarify and grow your business. Those are the leadership skills they want to see.
- **Cultural fit** – You should have picked up on the culture through the presentations, the brand representative, and the validation calls. The leadership teams are looking to see if you align with that culture and are going to fit well with the rest of the team and community.
- **Types of questions asked** – Your questions need to be carefully crafted to ensure you ask the things - the leadership team wants you to care about.
- **Willingness to do certain types of work** – There has to be a “can do”, “do what it takes” kind of attitude when running a business. If you are reluctant to do the work while finding the talent, you may not understand the role completely. They want to know you are willing (even if the willingness is short lived) while you fill the position. That attitude of willingness gives the impression they can trust you in supporting your business.

Prepare the logistics

- **Audio and video check** – Precheck your system to ensure your audio and video are working properly before the meeting.
- **Timeliness:** Business people have to present themselves in professional ways. Being prepared and showing up on time is the first step.
- **No distractions** - Remove distractions from your call environment for the interview. Don't answer the doorbell ringing, turn off your ringer, let other parties in your household know you are busy and not to disrupt you during the call.
- **Dress** – Professional attire is preferred. Most franchises leaders want to see if you are a strong representative for the brand. You are the face of the brand in the local market. Dressing for a formal interview is the approach that should be taken.



Prepare questions

- **Here is a list of sample questions to ask**
 - Why did you start the company?
 - What is your vision for the next 5 years?
 - What are your core values?
 - Describe the culture of the company.
 - How can I be an integral part of that culture?
 - How do you see me contributing to the franchise?
 - What characteristics and work style are your ideal franchise owner?
 - What do you think is rare and distinctive about your company that I can promote as a community leader within my local area?
- Questions should not be random or irrelevant. Focus on questions around their “who” and their “why”. Who are the people that make up the driving force of the company and why are they driven by this mission?

Practice

- **Get comfortable:** Rehearsals are done in every quality production. Giving yourself the opportunity to prepare, and go through the motions of the interview beforehand allow you to present yourself well in front of the franchise leadership team. If you would like me to rehearse with you, I’m happy to. Reach out and we will arrange a time. Either way, a rehearsal makes for a quality interview.

By knowing this information, you are far ahead of other buyers. Proceed confidently and with grace and the approval will likely be awarded. Then, you get to decide what is best for you out of the top list of options you’ve selected.