

12:05 pm – 1:35 pm Luncheon with Featured Franchisor C-Suite Executive

Learn from a leading franchise executive about what single biggest change their company made to their development program in the past year. What has been successful? What new programs have they implemented that have made a significant difference? What is the measurable result?

Speaker: Thomas Wood, CFE, President & CEO, Floor Coverings International

1:45 pm – 2:25 pm Item 19 and Your Sales Process

Learn the latest on hot cases and issues regarding Item 19 that directly impact sales development. Discussions will include different scenarios and how their outcome affects sales processes.

Speaker: TBD

2:25 pm – 2:40 pm Refreshment & Networking Break

2:40 pm – 4:00 pm Mystery Shopping – What’s in Your Franchise Development Website and Is It Working for You?

Franchise development websites will be identified in advance of the program and evaluated. During the seminar our experts will discuss what they found. What’s the good, the bad and the ugly? What does the facilitator recommend should be changed?

Speaker: TBD

4:00 pm Closing Remarks and Adjournment

**Join fellow Franchise Development Excellence Workshop and Franchise Development Seminar attendees the night prior to the seminar for an informal happy hour! Location and time to be shared closer to the seminar.*