



FRANCHISING

BUILDING THE FUTURE TOGETHER

PARTICIPANTS

- Marc Kiekenapp - Moderator
 - Franchise Outsource
- Michael D'Arezzo
 - CKE Restaurants, Inc. Carl's Jr.
- D'Wayne Tanner
 - FOCUS Brands, Inc.

THE FOUNDATION OF THE FRANCHISE COMPANY

- Operators are the Success or Failure of Your Company
- Know the Profile of the Successful Franchisees
- Different Techniques Depending on the Brand Recognition
- Have the Right Sales Team

The Law of Attraction in Action

Improve the Quality of Franchisees Attracted to Your Brand

Michael D'Arezzo, CFE

Director, Franchise Sales
CKE Restaurants, Inc.
Carl's Jr.

Discussion Points

- Profiling your ideal franchisee
- Marketing your brand effectively to attract high quality franchisees
- Best practices for qualifying your candidates early in the process
- Identifying the true diamonds in the rough

Franchise Facts

- Success is largely determined by the franchisee *not* by the franchisor
- Franchisee failures cost the franchisor significant financial loss
- Negative franchisee attitudes are infectious
- Poor selection procedures are the biggest cause of failure

Starting Points in Franchise Selection

- A recruitment manual documenting procedures
- Staff dedicated to recruitment
- Marketing budget to attract the best prospects
- Use every proven tool available

The Law of Attraction in Action

Profiling Your Ideal Franchise

Profiling Your Ideal Franchisee

Key Traits in Profiling

- Interpersonal Relationship Skills
- Commitment
- Entrepreneurship
- Passion
- Financial Knowledge

Other Profiling Traits

- Marketing & presentation skills
- Communication skills
- Customer service oriented
- Goal oriented
- Full-time
- System follower
- Management experience
- Sales oriented
- Staff development/team building
- Computer literate
- Financially stable
- Ability to meet deadlines

The Law of Attraction in Action

Marketing Your Brand Effectively to Attract High Quality Franchisees

Marketing Your Brand Effectively to Attract High Quality Franchisees

Before effective marketing takes place...

- Know your brand
 - Product
 - Investment level
 - Your customer
 - Franchisee characteristics
 - Growth strategies geographically

Marketing Your Brand Effectively to Attract High Quality Franchisees

Cater a plan to fit Your Brand model

- Focus Your Marketing Efforts - Externally
 - Retain a Marketing/PR/Advertising agency
 - Print – local, regional, national
 - Direct Mail – local, regional, national
 - Trade Show/Expos
 - Sponsor if possible
 - Work with franchise brokers...if appropriate

Marketing Your Brand Effectively to Attract High Quality Franchisees

Internal Recommendations

- Strong Sales Team
 - Follow up, follow up...
 - Consistent message sent by sales team
 - Purchase qualified lead sheets or other lead portals...
- High quality sales tools
 - Brochures
 - Franchise/Brand DVD's
 - Professional Applications
 - High impact company website

Marketing Your Brand Effectively to Attract High Quality Franchisees

- Use your existing franchisees as referrals
- Participation in Minority/Diversity programs i.e. Minority Fran through the IFA.



FRANCHISING

BUILDING THE FUTURE TOGETHER

The Law of Attraction in Action

Qualifying Candidates Early in the Sales Process

D'Wayne Tanner

Vice President, Franchise Sales
FOCUS Brands, Inc.

Qualifying Your Candidates Early

- Why is qualifying early so important?
 - Resource Management
 - Expectation Setting
 - Consistent, timely message

Qualifying Your Candidates Early

- At What stages do you qualify?
 - Pre-Inquiry
 - Brand Inquiry/Contact
 - Due Diligence

Qualifying Your Candidates at Inquiry

- Keys to successfully qualifying
 - Consistent message on web
 - Brand Website
 - Third Party Portals
 - Drip campaign when incomplete information shared
 - Brand Pre-qualification specialists

Qualifying Your Candidates at Inquiry

- Utilizing the Web to Qualify
 - Brand Website
 - Successful franchise profile
 - Requirements
 - Financial
 - Operational
 - Web Portals
 - Consistent message
 - Brand qualifications

Qualifying Your Candidates at Inquiry

- Email Campaign
 - Series of messages
 - Overview of service provided
 - Actionable link to pre-qualify
 - Consistent brand messaging

Qualifying Your Candidates at Inquiry



WELCOME TO MOE'S

Hello, I'm D'Wayne Tanner, Vice President of Franchise Sales FOCUS Brands® and Moe's Southwest Grill. Thank you for your interest in the franchise opportunities available with Moe's. FOCUS Brands®, parent company of Cinnabon, Carvel, Schlotzsky's and Seattle's Best Coffee (in certain international markets), finalized the purchase of the Moe's Southwest Grill franchised system in August of 2007 and we are very excited about the future of the Moe's brand.

At Moe's Southwest Grill, we combine an inviting neighborhood atmosphere with our menu of signature burritos and all of your fresh Southwestern favorites, making Moe's a neighborhood hang out and an industry leader across the nation. **Ranked**

5th fastest growing restaurant chain in the US - Technomic, 2007

•Ranked A Top 10 Under 300 Franchise - QSR Magazine, 2007

•Ranked #3 on Top 10 Powerhouse Chains (Top 10 Growth Chains) - Restaurant Hospitality, 2007

•Ranked #49 on Fast 55 - Franchise Times, 2007

We are currently looking for qualified individuals to become Moe's franchisees. If you meet our qualifications, we encourage you to continue to learn about our unique opportunity.

Franchisee Requirements:

** \$150,000 minimum cash available to invest

** \$500,000-\$600,000 minimum net worth

** Business ownership or food service experience

** Community and customer service oriented

If you have what it takes to be a successful franchisee, act now by getting qualified. Great markets are still available but only if you take the first step. Once you click the "**Get Qualified**" button below and complete our Request for Consideration, we will be in touch with you to discuss how we can help you make your dreams of franchise ownership a reality.

[Learn More](#)

[Get Qualified](#)

Click [here](#) to unsubscribe

Qualifying Your Candidates at Inquiry

- Pre-Qualification Specialist
 - Initial point of contact
 - Knowledgeable
 - Personable, energetic
 - Best friend of Sales Directors
 - Bench strength

Qualifying Your Candidates at Inquiry

- Pre-Qualification Specialist Questions
 - How did you get in contact with us? Why are you now considering franchising?
 - Tell me more about your background and experiences. Have you ever owned your own business? If so, what kind of business?
 - Have you had P&L and people management responsibilities?
 - Who, besides you, will be involved in the decision making process? What are their roles?
 - The net worth and liquidity requirements for our concept are X and X. Will that be an issue for you or your group?
 - Within which trade areas would you be interested in growing our brands and how soon?
 - What are you looking for in a franchisor?
 - Are you considering any other brands for franchising at this time?

Qualifying Your Candidates at Due Diligence

- Qualifying your candidate
 - Operations Interview
 - Ops Day
 - Phone Interview
 - Early receipt of application
 - Financials
 - Background check

The Law of Attraction in Action

Identifying True Diamonds in the Rough

D'Wayne Tanner

Vice President, Franchise Sales
FOCUS Brands, Inc.

Identifying the true diamonds in the rough

- Matching operators and cash
 - Company operations to fuel growth
 - Culture infusion
 - Operational expertise
 - Local market relationships
- Special Interest Programs
 - Angel Investors
- Portfolio opportunities

Qualifying Your Candidates Early

- Focus on the “right” opportunities
- Appropriate Allocation of resources
- Higher close ratio

THANK YOU

QUESTIONS