



IFA ANNUAL CONVENTION



20
22



From Franchise Development to Successful Franchisees, What Are the Best Tips to Ensure Success?

Discussion Topics:

1. Franchise Development has sourced and completed their vetting on a candidate. Franchise Development is ready to “award,” BUT no one else wants the candidate in the franchisee system. What to do?

2. The Franchise Systems comes with specific processes and support of those processes. How do you ensure Franchise Development sets up reasonable expectations with candidates so there is synergy and understanding between the franchisor and franchisees regarding the system and the support? How do we not “oversale” yet “underdeliver”?