Lead Generation: What’s Working/Cutting Through the Noise

Moderator – Brad Fishman, CEO, Fishman PR
Scott Mortier
Franchise Whales/
Executive VP of Business
Development

Nick Neonakis
The Franchise Consulting
Company / CEO & Founder

Michael Haith
Teriyaki Madness / CEO
OBJECTIVES FOR TODAY’S SESSION:

Explore and answer:

- What challenges are franchisors facing in attracting qualified franchise candidates in today’s crowded marketplace?
- What are some of today’s most innovative sales tactics that are working?
- What creative marketing and franchise sales approaches can franchisors utilize to increase the flow of qualified leads?
- What’s next in franchise sales?
What’s working?

- The basics of franchise recruitment are and will remain the same regardless of category:
  - You are looking to attract people just like you! Know who you are, communicate your culture and values.
  - Build a community of like individuals by searching for them in the places where you would be looking with the message that would resonate with you.

- Be honest, sincere and transparent.

- With so many opportunities going through the traditional lead generation sites, have a unique message and communicate through different vehicles/channels.
  - Use video. People are desensitized to still photos.
What’s new and innovative?

- Technology enabling education
  - Utilize new technology, such as virtual reality, to help candidates visualize the business
  - Clients are buying an investment and want to see how it will play out in the marketplace before they buy - technology enables us to do this in a more interactive and realistic way than ever before
Scott Mortier, Dental Fix

What’s next?

- Franchisors regaining control of franchise sales, relying less on brokers
- Franchisors investing in multiple brands to take over franchise development
- Digital marketing as a means to generate franchise leads
- Using online resources to maximize your ability to sell
  - Leverage videos, drip campaigns, PR via email and tracking
CONCLUSIONS:

● Be real and transparent
● Communicate your culture and values
● Use video
● Use experiential approach via Virtual Reality and other technology
● Use multiple vehicles (email drip, videos, PR, tracking)
Preparing for Millennial Franchisees: Altering Your Sales Program to be Flexible in Attracting This Large Pool of Prospects
Debra Vilchis  
Fishman PR  
Chief Operating Officer

Frank Milner  
Tutor Doctor  
President

Jennifer Lemcke  
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Chief Operating Officer

Devan Kline  
Burn Boot Camp  
Co-Founder/CEO
OBJECTIVES FOR TODAY’S SESSION:

Explore and answer:

● WHY millennials as franchisees? What do they bring to the table for our systems?

● WHAT mediums should you use to reach them?

● HOW do you communicate to reach them?

● WHAT should your franchise opportunity message emphasize to appeal to millennials?

● EXAMINE best practices from successful franchisors growing with millennial franchisees
Devan Kline, Burn Boot Camp

3 keys to attracting millennial franchisees

1. Day Traders of Attention
   - Commoditized Distribution
   - Facebook LIVE
   - Instagram
   - YouTube
   - Podcast Audio
   - Snap Chat
   - VR/AR, voice is the future.

2. Adjust Your Communication Style
   - Immediate responses, communicate on their terms, not yours.
   - Use DM and PM
   - Texting vs. talking
   - Calling is “old school”

3. Commit To The Strategy
   - Go all in
   - Have patients and consistency
   - Show your vulnerability and humility as a company.

2. Philanthropy is Marketing
   - Put others first
   - Care about the community
Hi Devan!! I just finished watching your recognition call and am so inspired that I wanted to send you a message. We're so close to opening in Newton, Ma - I had 8+ hours of pre opening focus meetings today and am so grateful for the opportunity to be a part of this brand (and by brand I mean family 😊). You encouraged people who are thinking about franchise partnership to take the leap and follow their dreams. We aren't even open yet but I know I want to be a franchise partner #bleedblue so this is where I want to ask for your advice - I'm currently head trainer and want to put absolutely everything I have into our location, it's truly what I love. But I don't want to miss out on the opportunity to become a franchise partner especially in Massachusetts (I already have an ideal area in mind) so my question is what steps can I take now to become a franchise partner in the future (ideally in 1-2 years)? Is there any pieses I can put into motion now through headquarters to even start discussing territories? I love everything that Burn stands for and can't imagine being a part of anything else. Any help with this is much appreciated, thanks boss man!!
Your Next Franchisee Could Be Your Millennial Employees

- **Background of Concept**
  - Unit economics
  - Need for franchise growth
  - Creating a win/win (employee, franchisee, franchisor)
  - Identify potential franchises
  - Multi unit concept - Vision
  - 10 Year Plans
  - Systems / Training
  - Execution
Process – Developing & Sharing the Vision

✓ Identify Existing Franchisees
  • Talent / Bench Strength
  • Process & Systems
  • Capital

✓ Multi Unit Concept (Developing the Vision)
  • Case studies (purchasing existing / grass roots)
  • Purchasing an existing franchise - process
  • Financing your acquisition and leveraging your capital
  • Corporate structure (options for Shareholder Agreements)
  • Establishing % Sales and % EBITDA growth strategic targets
  • Role and structure of head office in maintaining strategic growth
Process – Developing & Sharing the Vision

✓ 10 Year Plans
  • Go Case / No Go Case
  • Getting everyone involved
  • Develop organizational charts
  • Selling the vision

✓ Systems & Training
  • Human Resources
  • Complexity of managing multi unit – employees from afar
  • Role out new tools (systems/technology)
  • Training
  • Networking

✓ Execution
  • Measuring
  • Follow Up
  • Adjusting
Biggest Challenge

✓ Creating Ideal Working Relationships / Marketing Your Company
  • Boomers (1946-1964) – Professional, Productive, Effective
  • Generation Xers (1965-1979) – Transparent, Honest, Efficient
  • Millennials (1980-1995) – Relatable, Authentic, Accessible
  • Gen Edger (1996-2010) – Diverse, Inclusive, Resilient, Connected

✓ Art of Interviewing
  • Share / Sell the vision
  • Determine the right fit (creating win/win)

✓ Have a process
  • Apprenticeship/Internship Programs
  • Continuously develop the relationship
  • Continuously share the vision
Is it working?

2011 – Made some structure changes & rolled out the multi unit concept - emphasizing bench strength and the value of growth
Millennials: The Socially Conscious Franchisees of the Future

- Millennials are looking to change the world - not just make a dollar
  - Focus on socially conscious elements of the opportunity and their pain points, instead of the business features and benefits
  - How does the opportunity give them a chance to make a real impact?

- Digital technology has always been a part of their lives and we need to be met where they’re at
  - Social media – be aware of the trends and follow them to stay relevant and engaged (yesterday Facebook, today Instagram, tomorrow ?)
  - Tutor Doctor leverages millennial media literacy skills, with digital and social marketing campaigns, as well as our E-Tutoring platform
Frank Milner, Tutor Doctor

The Faces of Tutor Doctor Millennial Franchisees
Frank Milner, Tutor Doctor

Millennials: The Socially Conscious Franchisees of the Future

- ‘Don’t sell.’ ‘Tell’
  - Eager to learn on their own terms
  - Shorter attention spans, so keep engaged with relevant, targeted content that speaks their language
  - They like to do their own research – provide the information they need to allow them to make an informed decision
  - Let them raise their hand

- Create a Incentive/Program that will resonate with millennials
  - Tutor Doctor has created a Young Entrepreneur Scholarship Program (YES)
CONCLUSIONS:

● Break down unproductive stereotypes
● Ditch old-school mediums – you’re wasting $$
● Adjust your approach and mode of communication
● Emphasize the selflessness of your brand
● Create a roadmap for employees to become owners
● ‘Don’t sell.’ “Tell”
● Don’t set off their BS Sensors. Keep it real.
Emerging Brands, Not All Franchise Candidates are Created Equal:
Evaluating and accepting only the best candidates into your system

Moderator - Adam Robinson
CEO, Hireology
Our Panel

- Brian Miller, CFE
  COO, Patrice & Associates Franchising

- Bryon Stephens
  Strategic Advisor, Marco’s Pizza

- Ashley Morris, CEO
  Capriotti’s Sandwich Shop, Inc.
OBJECTIVES FOR TODAY’S SESSION:

1. Learn best practices to market, qualify and close the right franchisees;

2. Define the ideal franchisee profile;

3. Learn from the experiences of our *superstar panel*!
AGENDA

1. Selling vs Buying
2. What’s the ideal franchisee profile?
3. Superstar Panel
4. Q&A
Selling vs. Buying
Selling vs. Buying

If everybody could get in the Marines,
it wouldn’t be the Marines.

We’re looking for a few good men.
Let’s talk process

process
ˈpräˌses,ˈprōˌses/
Noun

a series of actions or steps taken in order to achieve a particular end.

"Our franchisee selection process: we cash checks."
What does the research say?

Griffith University, Professor Lorelle Frazer (1)

In her study on the causes of franchisee failure, franchisors and failed ex-franchisees were interviewed for their insights into what went wrong.

“The study found that franchisors often chose unsuitable franchisees due to a lack of suitable selection procedures and criteria, enabling entry to candidates who were under-prepared, under-capitalized, unsuited temperamentally or who had unrealistic expectations of what running a business was really like.”

The Profile: What do ideal franchisees do?

Ideally, franchisees do three things consistently:

1. Maximize the profit potential of the business.
2. Deliver a great customer experience, every time.
3. Is comfortable adopting the role of ‘franchisee.’
Keys to Success: Marketing

- **Industry Growth:** Past, Present, Future
- **Brand Differentiation** Appealing to the “Ideal Candidate”
  - Consumer
  - Franchise
- **Market Share:** How “Brand Differentiation” Helps you Get and Keep Customers
Bryon Stephens

Keys to Success: Qualification

- Franchise Profile
- Discovery Day Interviews
- A Weekend in the Life Of a Franchisee
- How Much Do They Want This
- How Good is Your System
Keys to Success: Closing

- Select Partners that agree and align with your values
- Make them work in your store, restaurant, company for at least one full day and watch them closely
- Spend more time than you think necessary with them to really get to know them
CONCLUSIONS & TAKEAWAYS:

• Great franchisees aren’t co-opted in, they opt in.
• Without a process to follow, your results will be random.
• Franchisee selection is like employee selection.
• There is an ideal franchisee profile. Know it, and be selective.
Bonus Info: The “Perfect Franchisee” Profile

- Having adequate reserves of working capital should the business be slower to grow than anticipated.
- Having an interest in finance and business affairs.
- Having the emotional support of friends and family.
- Being able to work independently.
- Being able to get things done efficiently.
- Being well organized and proud of one’s personal presentation.
- Having physical and emotional resilience.

- Being comfortable selling to people.
- Being able to organize and motivate others to get things done.
- Having a belief that one will be successful through one’s own efforts.
- Working effectively as part of a group.
- Being attracted to continuous improvement.
- Being trustworthy, giving accurate information.
- Having a realistic understanding of the franchise relationship and the obligations of both parties.