The Sales Process Defined

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PostNet International Franchise Corporation

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Director of Franchising
Express Personnel Services
We Will All Learn More…

If everyone participates- we encourage your involvement in this program!
About Our Program Today

• We’ll start with a brief presentation from each of our panelists.
• We have prepared some thought (and hopefully discussion) provoking questions and topics for the panel and audience.
• We encourage questions and discussion anytime during our program.
About PostNet

• Started Franchising in 1993- 2008 is our 15th year in franchising.
• Operational with over 900 locations in 39 states and 9 countries.
• Retail centers that offer printing, copy, and shipping services.
Why Establish a Process?

• Establishes order and control.
• Informs first time franchise buyers on what is necessary to successfully qualify for and buy a franchise.
• Standardizes the amount and level of information EVERY prospect receives.
• Tests prospect’s ability to follow procedures and system.
• Leads prospect to a decision (Start with an end in mind)
PostNet’s Process

• Includes 8 Steps.
• 4-6 weeks from beginning to end.
• E-mails and PDF guides each step.
• Starts with real contact.
• Professional and responsive.
• Not negotiable or customizable- we are committed to our Process for everyone’s benefit.
• Everything is documented for training and consistency.
Congratulations!
You have just taken the first step towards realizing your dream of business ownership.

This checklist and process has been developed to assist you and PostNet in making an informed decision about the potential of a long term relationship.

1. Submit Application
   Thank you for taking the first step toward learning more about PostNet.

2. Introduction to PostNet
   During this step, you will be introduced to the industry, our company, the business model, as well as the role of the SOR in your business.

3. UFOC Review
   You will review the Uniform Franchise Offering Circular (UFOC) with your PostNet representative.

4. Store Development
   This step includes an in-depth discussion about PostNet's site location approval process, interior layout and store design, construction and training programs.

5. Franchisee Phone Calls
   At this stage, you will better understand the official aspects of owning a PostNet and be well prepared to speak with our franchisees.

6. PostNet Business Support
   During this step, you will learn more about PostNet's industry-leading technology, marketing programs and ongoing support.

7. Executive Interview
   This important step will be your opportunity to speak with one of our Founders prior to scheduling your Discovery Day at our World Headquarters in Denver, Colorado.

8. Discovery Day
   This is your final step in our evaluation process before you are awarded a franchise. Your personal Discovery Day will give you an opportunity to work with key areas and department heads who will work closely with you as a PostNet franchisee.
## E-mail campaign

### Email Campaign

<table>
<thead>
<tr>
<th>Active Campaign</th>
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</tr>
<tr>
<td>Total Mails Read</td>
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<tr>
<td>Total Mails Sent</td>
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### Activity History

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<th>Subject</th>
<th>User</th>
<th>Type</th>
<th>Take Action</th>
</tr>
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<tbody>
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<td>09/15/2007</td>
<td>Access Request</td>
<td>Sue Smith</td>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>09/17/2007</td>
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<td>PostNet World HQ</td>
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<td>PostNet World HQ</td>
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<td>09/19/2007</td>
<td>Email #3 - from our Franchisees... PostNet Delivers</td>
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<td>09/21/2007</td>
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<td>Email #6 - PostNet -- Imagine the Possibilities</td>
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</table>

*Print History*
Sample e-mail

Dear $FIRST_NAME$ $LAST_NAME$,

By now you have either decided not to continue exploring franchise opportunities or have determined that PostNet may not be right for you. Before you close the door on your investigation of PostNet, we would like to take one last shot at piquing your interest.

Did you know?

PostNet is the fastest growing and largest privately held company in the packing, shipping and printing and copy industries.

PostNet is a founder owned and operated company that values its franchisees, encourages an open and inclusive culture and lives by its core values of integrity, community, family and trust.

The PostNet business center model is a culmination of over 30 years of business experience and best practices.

PostNet has consistently ranked as a top company in the Entrepreneur Magazine Franchise 500, Franchise Times Top 300 and was recently recognized as one of the fastest growing urban companies in America by Inc. Magazine in association with Professor Michael Perel of the Harvard Business School as an Inner City 100 company.

If you would like more information about PostNet, please complete our Online Application. Once approved, we will send you a Franchise Information Kit including PostNet’s Uniform Franchise Offering Circular (UFOC), Franchise Opportunities Guide and an Investigation Guide that describes our investigation process in more detail.

If you have decided to move on, I want to personally thank you for considering PostNet and ask that you think about us again in the future or at a minimum, please try our service.

On behalf of the management team here at PostNet, I want to wish you the best of luck and success in whatever you decide to do.

Sincerely,

$OWNERS_NAME$
Franchise Development Representative
PostNet World Headquarters
1819 Wilcox Street
Denver, CO 80202

Direct: $OWNERS_PHONE$
Area Code: 303-355-4625

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48th Annual Convention
February 9-12, 2008
Marriott World Center
Orlando, Florida

Franchising Building the Future Together
Key Things You Want Your Process to Include

- Inform prospect on key points of differentiation.
- Test Close- milestone points.
- Transparency- no surprises!
- Great looking communications and information.
The Big Picture

• Franchising is a strategic partnership

Franchisor

• The Big Brand
  - Trademarks
  - Trust

• Operating System
  - Customer Mania
  - Running great restaurants as one system

• Marketing
• R&D
• Performance Improvement Programs
  - Training/CPE
  - Coaching

Franchisee

• Executional Excellence
• Local Development
• Operations
• Insights from the front lines

Win/Win

Creating and keeping a growing pool of satisfied/loyal customers

Franchise Business Coach (Performance Improvement Consultant)
Know Your Brand & How it is Positioned in the Marketplace

Yum! Brands Today

• The world’s largest restaurant company – over 34,000 restaurants in more than 100 countries and territories
• 4 category leading brands
• Over 50 years of franchise support – many, many programs to support you!
• 900,000 Customer Maniacs
Know Who You Want as a Franchisee

Customer Maniac/Good Franchising Fit
- Understands the importance of customers
- Has experience in the retail/restaurant business
- Wants to be self employed, understands franchising
- Can weather the ups/downs as a small business owner

Business Experience/Skills
- Success with existing business
- P/L responsibility
- General management wisdom
- Analytical skills
- Start-up experience
- Development experience

Proper Traits
- Engaged in the process
- Action oriented, self starter, takes appropriate risks
- Works well under pressure
- Process oriented
- Demonstrates Yum! HWWT Principles

“Ideal” Franchise Candidate

Committed to Building People Capability
- Sees employees as a valuable resource
- Involves employees in the business
- Experience staffing / retaining employees

Big Vision / Will Commit to Scale
- Vision to be 5+ store operator
Make Sure You Have a System Fit
## Franchise Recruiting Process

<table>
<thead>
<tr>
<th>Step</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Qualification/</td>
<td>2 - 4 weeks</td>
</tr>
<tr>
<td>Qualification/Operations Interviews</td>
<td>4 - 5 weeks</td>
</tr>
<tr>
<td>Discovery Day/Candidate Approval</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Site Strategy/Searching for sites</td>
<td>8 - 12 weeks</td>
</tr>
<tr>
<td>Securing site</td>
<td>12 - 16 weeks</td>
</tr>
<tr>
<td>Site registration</td>
<td>4 - 6 weeks</td>
</tr>
<tr>
<td>Financing/Permitting</td>
<td></td>
</tr>
<tr>
<td>Build Store/Build Team</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** 9 – 12 weeks

**Total:** 6 – 9 months

**Total:** 8 – 18 months

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It all starts with a completed application.

The Yum! Team is there to help you navigate the system.
What Does it Take to Qualify?

An endorsed candidate will need the following:

• Skills and values to fit into the System
• Meaningful Business Experience
• Foodservice Savvy
• A vision for Multi-unit ownership
• Financially able to make dreams a reality
• A sense of urgency
Sell what sets you apart – Your “Added Value”

- A Return On Investment
- Customers in your store
- A Competitive Edge
- Room to Grow
- System Knowledge
- Development Expertise
- Access to Financing
- Business Support
- A Reliable Supply Chain

Zee Prospect
Summary

• **Know your Brand**
  – Unique Value/Selling Proposition
  – Emotional Hook

• **Know your “Customers”**
  – Ideal Candidate Profile

• **Build Trust**

• **Demonstrate Technical Expertise**
  – Qualify
  – Close

• **Deliver after the Sale**
  – Sets the stage for growth/referrals
The Sales Process Defined
40 Days & 40 Nights

Fred Bartliff
Director of Franchising
Express Personnel Services
Profile of Express

Celebrating 24 Years of Success:
In business since 1983
Franchising since 1985

Express Personnel’s Industry Position:
Ranked 5th in North America
The largest privately-held staffing service
The only fully franchised system

600 Operating Units Today:
441 Franchisees
48 States
4 Countries
Days and Nights

- Defines the timeframe
- Sets expectations
- Explains the process
Qualifying The Candidate

• Sufficient Financial Resources
• Territory availability
• Business-to-Business Background

Lisa Cruz
Irvine, CA South

Robert Myer
Baton Rouge, LA
Candidate Process Tracker

Begin 27 Steps:

1. Lead is received and the process begins

27. Agreement is signed
Key Steps in Process

1. Presentation Call
2. Face-to-Face Meeting
3. Discovery Days
Presentation Call

- Within 3-5 Days of initial contact
- Build Strong Relationship
- Establish Positive Points of Express
- Determine Candidate’s “Real” Interests
Face-2-Face Meeting

- Within 2-3 weeks from initial contact
- Connect with candidate
- Determine Close
Discovery Day

- All Expenses paid by Express Services
- Candidate should be 90% sure they are ready to make the commitment
- Full day of presentations conducted by key people at Headquarters
- Award Ceremony takes place the second day and is followed by signing of the Franchise Agreements and New Owner’s Orientation.
That’s All Folks!!!!!!

Please e-mail me for any materials needed
Thank you

Email: fred.bartliff@expresspersonnel.com
Phone: (877) 652-6400
Website: www.expressfranchising.com
Thank you!