International Franchise Sales:
Lead Sources & Best Practices for Qualifying Leads & Closing the Deal
Our Panel of Experts

- William Le Sante – Le Sante International
- Burt Yarkin – Cartridge World
- Yoshino Nakajima – Home Instead Senior Care
- Kristin Houston – US Commercial Service
How to Generate the Most Qualified International Leads
How to Generate the Most Qualified International Leads

• Internet Franchise Portals
• International Franchise Exhibits
• Industry Exhibitions
• Franchise / Official Trade Missions
• In Country Business Network
US Commercial Service

- Global Network of International Trade Specialists with 105 Offices in the US and 162 International Offices in 84 Countries.
- Customized Programs and Services for US Franchisors and Overseas Investors.
Programs & Services

- Stage 1: Assessing the Market Opportunities
- Stage 2: The Search – Facilitative Assistance
- Stage 3: The Search – Promotional
- Stage 4: The Search – Appointment Setting
- Stage 5: Qualify & Validate
- Stage 6: Sign Master Franchise Agreement
How to Validate an International Franchisee Candidate
How to Validate an International Franchisee Candidate

• Well crafted Master Franchise Application
• Qualified Selection Process
• Profile Interviews
Validation Process

• USCS - The International Company Profile
  1. Detailed Background Report
  2. Listing of Senior Management / Background
  3. Banking & Other Financial Information
  4. Expert Assessment on Suitability to Meet Your Needs
  5. Opinion on Company Strength vs. Competitors
  6. Opinion on Strength of the Industry
Use of Consultants in International Development Markets
Using Consultants in International Development Markets

Consultants can be very helpful as you look to franchise internationally

Key Roles that Consultants can Play:
- Country visits & local insight
- Generating leads
- Qualifying leads
- Validating candidates
- Review of business plan
- Start-to-finish – A new franchisee

Local contacts & insight
↓
Lead generation & qualification
↓
Validation & business plan review
↓
Closing facilitation
Choose a Qualified Consultant

- How knowledgeable are they of the markets?
- How much time do they have to devote to your franchise?
- Do they have excellent references?
- What will it cost to have them work for you?

Best of luck – it’s a big world – expect the unexpected!
Thank You

• Questions ???
• Contact Information
• Evaluation Forms