



2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING



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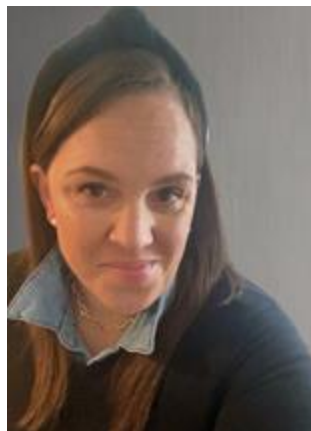
HOW TO BUILD YOUR FIELD SUPPORT TEAM TO SUPPORT PROFITABILITY AND GROWTH



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HOW TO BUILD YOUR FIELD SUPPORT TEAM TO SUPPORT PROFITABILITY AND GROWTH

- How do you scale your field team to effectively influence, scale, and grow your franchisees? How many franchisees should an FBC support?
- How does this differ by industry and why? What can pet care learn from printing? How does that differ with the “types” of franchisees (tenure, multi-unit, etc.)?



HOW TO BUILD YOUR FIELD SUPPORT TEAM TO SUPPORT PROFITABILITY AND GROWTH

- What tools and resources do your FBCs need to drive profitability and growth?
- How do you hold accountability and coach your field support teams to focus on profitability and growth vs putting out fires?



HOW TO BUILD YOUR FIELD SUPPORT TEAM TO SUPPORT PROFITABILITY AND GROWTH

- What should field visits look like to support profitability and growth?
- How often should field visits happen to support profitability and growth?



HOW TO BUILD YOUR FIELD SUPPORT TEAM TO SUPPORT PROFITABILITY AND GROWTH

- Every system has a range of franchisees from shrinking to flat, to growing. The engaged and the disengaged (want it, get it, and have capacity to execute). Where should you spend your time?



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