



Amplify

EMERGING FRANCHISOR CONFERENCE

NOVEMBER 10-12, 2025 | NASHVILLE

Amplify Your Brand

**Beyond Day One: Keeping Franchisee Growth
on Track and In Rhythm for the Long Run**

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION



Aicha Bascaro
American Franchise Academy
Founder & CEO

SESSION SPONSOR



Leadership & Business Acumen

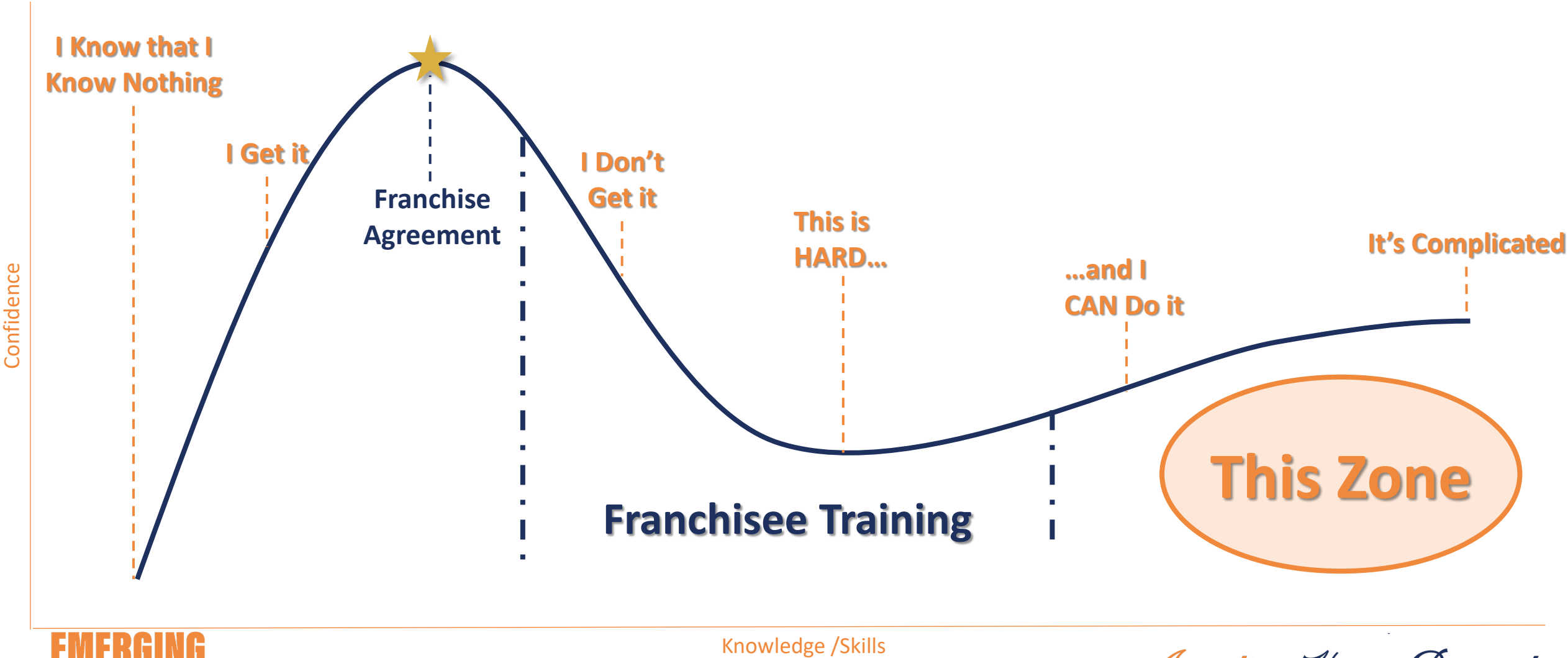
How we work with Franchisors:

- Program Licensing
- Franchisee Training
- District Manager Training
- Unit Management Training

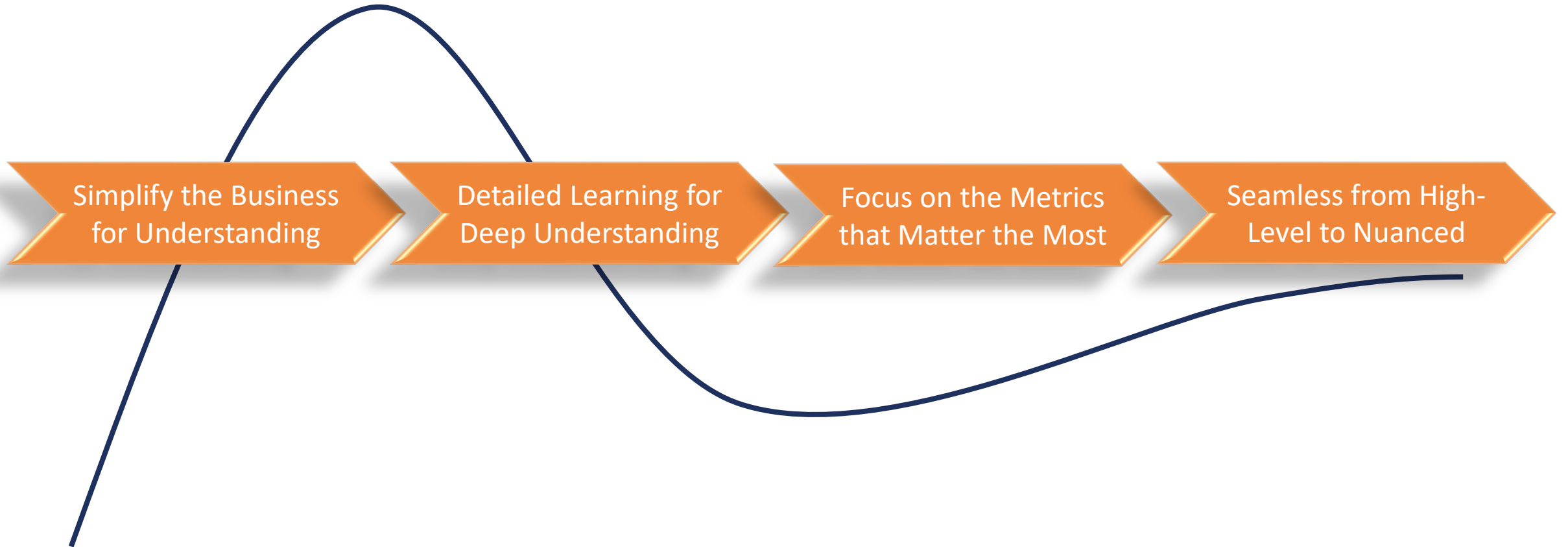


Leslie Poteet
Sylvan Learning | Unleashed Brands
Vice President, Operations

Franchisee Journey from Novice to Expert



Knowledge & Skill Acquisition Progression



Tiered Metrics



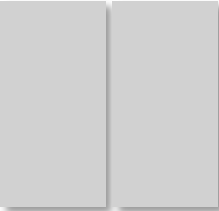
Tiered Metrics

Opportunity

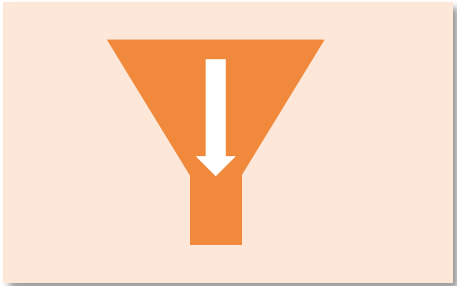


Paid

Organic

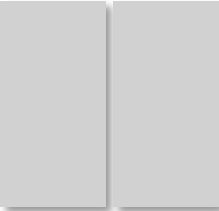


Conversion

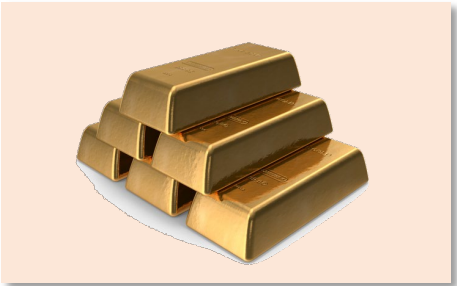


Top of
Funnel

Bottom
of
Funnel

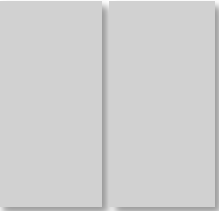
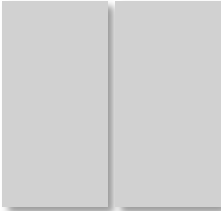


Retention

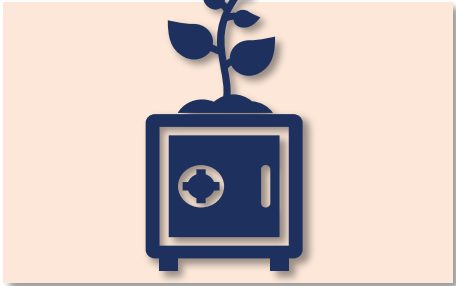


LTV

Collect

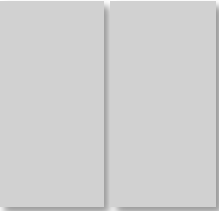
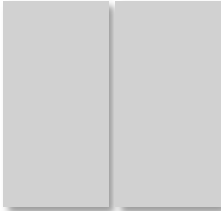


Profitability

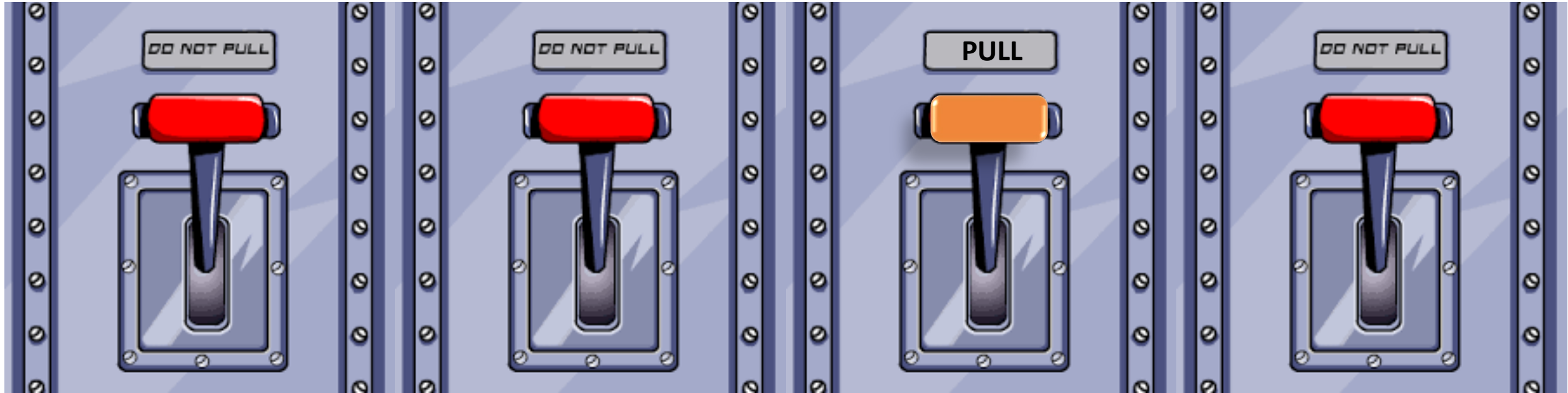


COGS

Labor



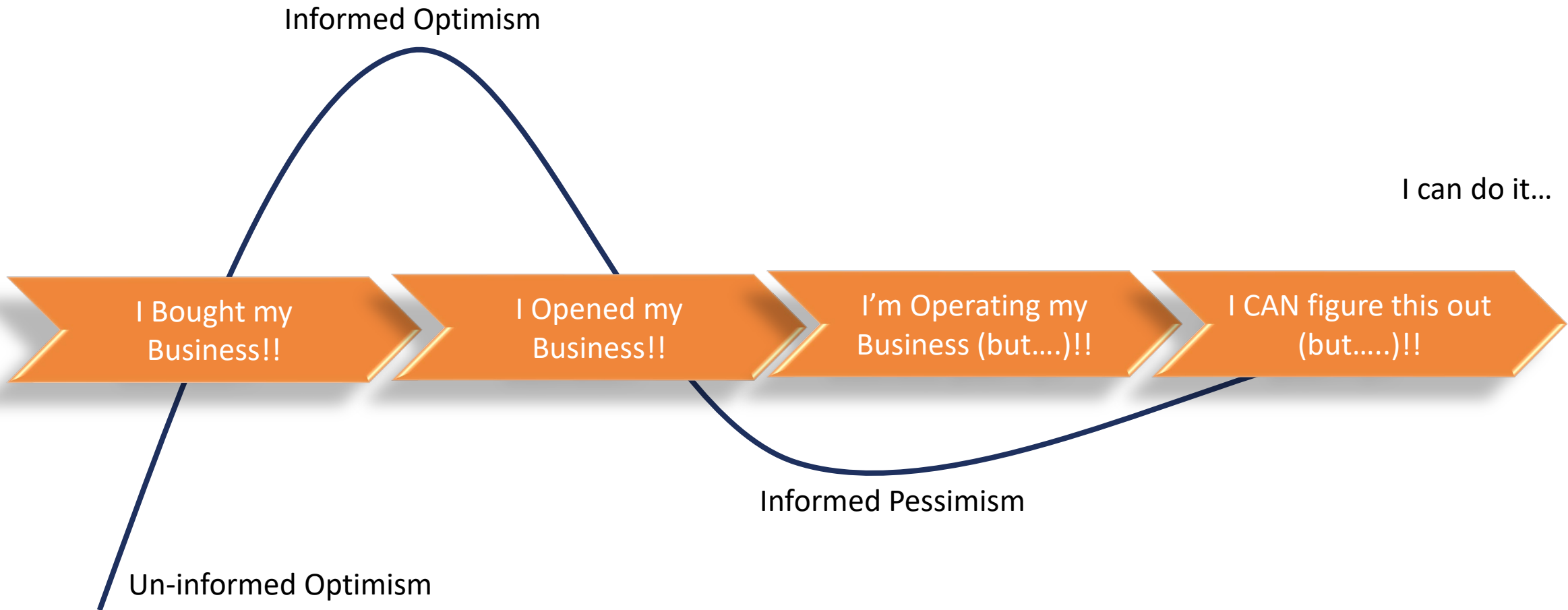
Find the Right Lever & Know How to Pull It





Jackie Adams
Floor Coverings International
Sr. Director – Start Up Operations

Knowledge & Skill Acquisition Progression



Beyond Day 1...what comes next on the Journey?

Franchise Agreement Signed – I Bought My Business!!

- ❖ Set-Up and Start Up
 - ❖ Led by a Start Up Coordinator
 - ❖ 88 Item Checklist
 - ❖ Time based – dependent on location acquisition and funding
 - ❖ Pre-training work – virtual and in their market until Pre-Launch
 - ❖ In-Person Training – Pre-Launch – 6 weeks before opening
 - ❖ Continued Virtual Training until Launch/Opening Day

Beyond Day 1...what comes next on the Journey?

Launch Day– I Opened My Business!!

- ❖ In-Person Training #2 - Ready to Run!
 - ❖ Digital Marketing “Live” (appointments being booked)
 - ❖ Staff Hired and Trained
 - ❖ Real Customer Interaction
 - ❖ Real Networking Opportunities
 - ❖ First Sale/First Install
 - ❖ Continued virtual training until Flight (90 days)

Beyond Day 1...what comes next on the Journey?

Flight Week – I'm Operating my Business....but.....

- ❖ In-Person Training #3 – Lessons Learned in first 90 days
 - ❖ **THIS IS HARD!!!**
 - ❖ I'm losing my investment!
 - ❖ Why did I buy this business?
 - ❖ You didn't tell me.....

Beyond Day 1...what comes next on the Journey?

I CAN figure this out....but.....

- ❖ Lessons Learned in the next 6 months
 - ❖ **THIS IS HARD!!!**
 - ❖ Becoming an IBO (Independent Business Owner)
 - ❖ Building Swim Lanes and Repeat-able processes
 - ❖ OWNING the outcomes (good and bad)
 - ❖ Applying the lessons learned
 - ❖ Schedule Virtual Training is finished

Beyond Day 1...on track for the long run...

I CAN figure this out....but.....

- ❖ Becoming an Independent Business Owner
 - ❖ Clear understanding of what this means/is/looks like
 - ❖ Clear understanding of the KPI's/metrics/levers to pull to attain success
 - ❖ Peer Groups and Internal Resources
 - ❖ Franchisor/Coaching Resources

QUESTIONS?