



IFA26 evolve.



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

VALUE REENGINEERING: 1% MATTERS



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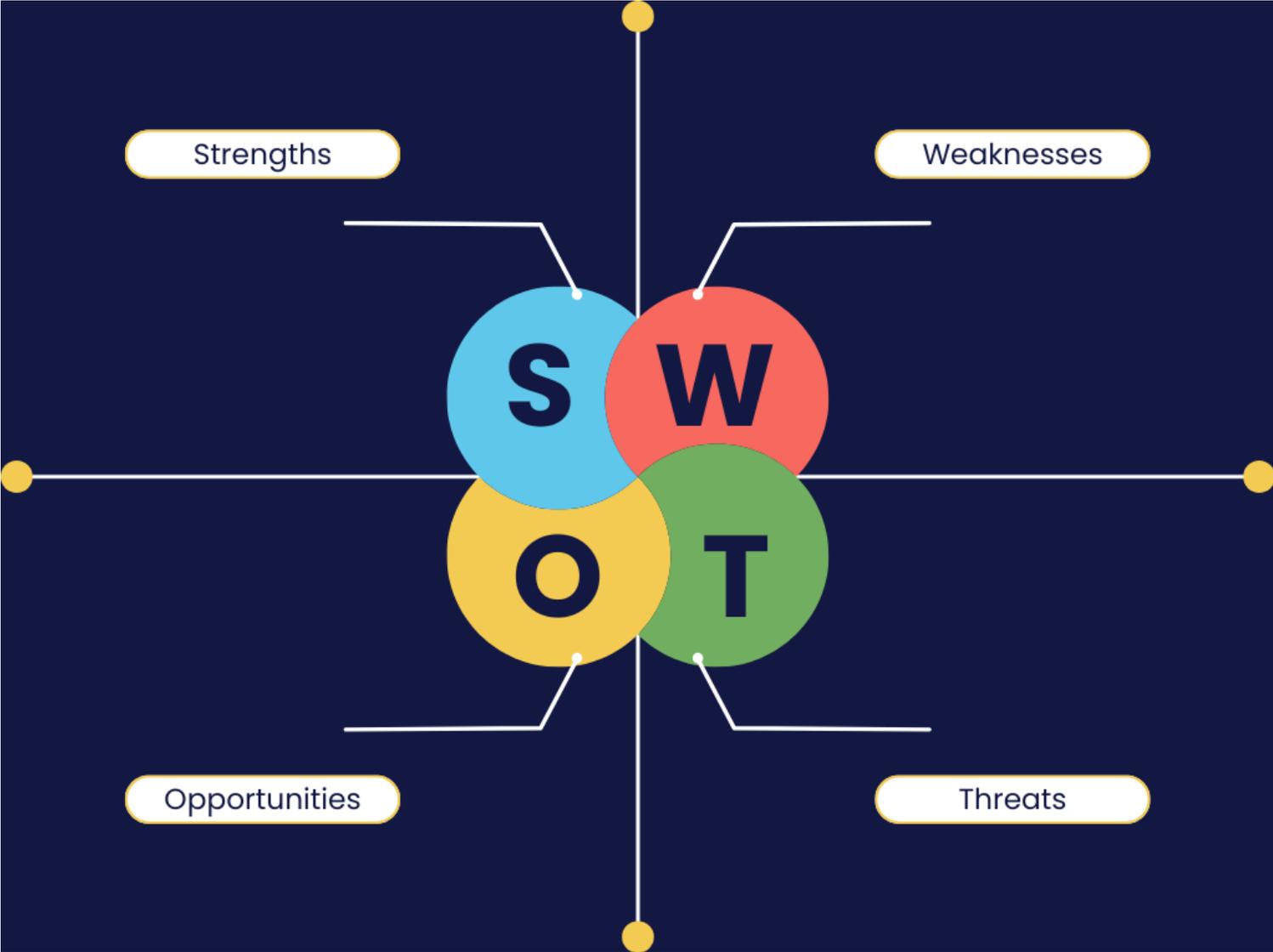


Scott Deviney

President & CEO
Chicken Salad Chick

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SWOT TABLE



DOGTOPIA INTRO

February 2026





JOHN MANSFIELD

Chief Operating Officer
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VALUE REENGINEERING: 1% MATTERS

Customer Acquisition Is Won Locally.

The brand creates awareness. The franchisee captures demand.

- Franchisor is best at creating awareness at the national level
- Franchisees have the most power to capture local demand
- Most lead gen problems stem from execution, not strategy

Nobody in this room needs a new marketing idea.

They need to maximize opportunity from what already exists, by 1%, everyday.



WHY SIMILAR LOCATIONS GET VERY DIFFERENT LEAD VOLUME

**Same brand. Same services. Same national support.
Completely different local results.**

Real World Observations

- Some locations consistently full
- Others struggling to generate leads
- Same playbook, different outcomes
- Marketing spend wasn't the differentiator

What We Realized

Visibility varied by location
Local data accuracy decays over time
Trust signals aren't maintained consistently
Execution gaps quietly compound

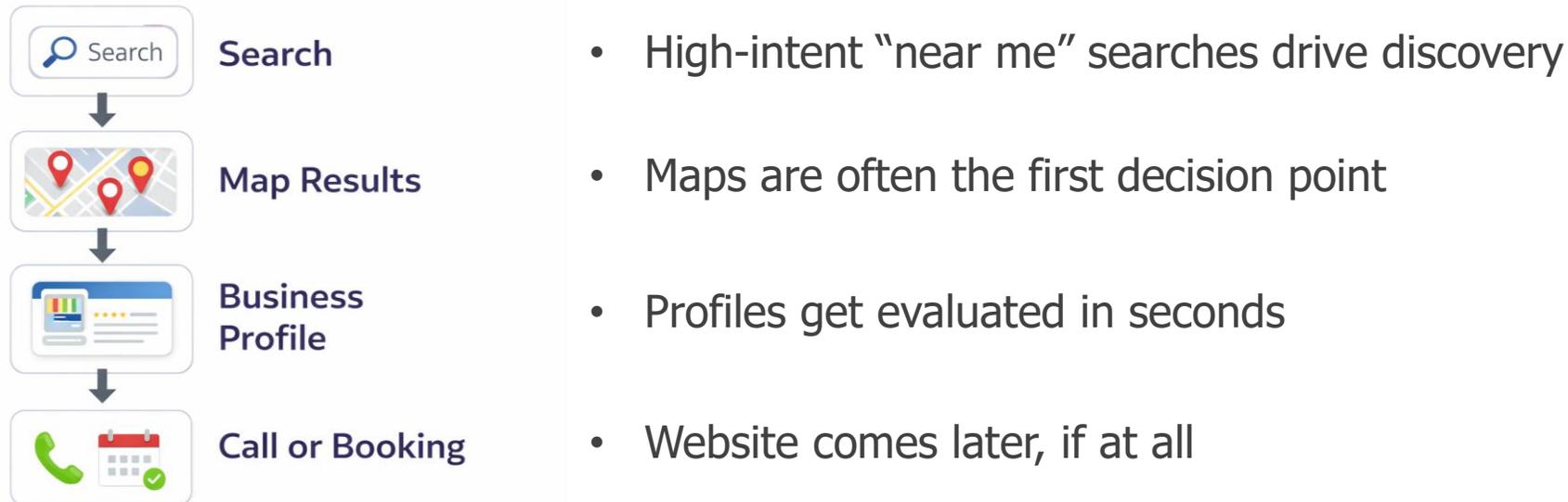
This wasn't a strategy problem.

It was a series of small gaps that added up over time.



WHERE CUSTOMERS ACTUALLY CHOOSE

Most local buying decisions happen before anyone reaches your website.



Yes. Alternative Search Is Growing...

(AI, TikTok, Voice, Social Discovery)

...But, even as new channels emerge, the same local signals drive decisions:

- Clear presence
- Accurate information
- Strong reviews
- Recent activity

Different front doors.

Same decision process.

If you're only optimizing ads and websites, you're already late in the decision process.

1% WIN #1: LOCAL SEARCH READINESS

Small details quietly determine whether you show up... or get missed.

Your business profile is your real storefront

Core elements that influence visibility:

- Correct name, address, phone number
- Primary + secondary categories
- Accurate services and descriptions
- Updated hours and attributes
- Photos that reflect the real experience

What we saw across locations

Visibility changes over time if it isn't actively maintained

- Listings naturally drift out of date
- Categories get set early and rarely revisited
- Services don't always get refreshed as offerings evolve
- Photos age and stop reflecting the current experience
- Ownership of accuracy isn't always clearly defined

Nothing here is dramatic.

But small inaccuracies quietly reduce visibility... and that reduces lead volume.

1% WIN #2: MAP VISIBILITY

You don't need to be perfect. You need to be present.

Why this matters locally

- Top 3 map placement drives consideration
- Most customers don't scroll far
- Visibility often beats spend
- If you're not seen, you're not chosen

What influences map visibility

- Proximity to the searcher
- Relevance to the search terms
- Activity and freshness (updates, reviews, posts)
- Review volume and recency
- Profile completeness and accuracy

Maps decide who gets considered.

Everything else happens after that.

REPUTATION MATTERS

Why this matters

- Reviews set expectations
- Photos confirm legitimacy
- Recency signals quality
- Replies signal engagement

What influences trust

- Most customers form an opinion in seconds
- Star ratings shape initial trust
- Real images feel more credible than stock
- Silence looks like inactivity

Visibility gets you considered.

Trust gets you chosen.

Who are *YOU* going to call?

Dogtopia of Uptown Phoenix :

4.8 ★★★★★ (112) · Dog day care center

3+ years in business · 6148 North 7th Street

Open · Closes 10 PM · (602) 607-2777

📍 Safe, Open-Play Dog Daycare - Try unlimited



Website



Directions

CENSORED

4.3 ★★★★★ (472) · Dog day care ce...

20+ years in business · Scottsdale, AZ

Open · Closes 7 PM · (480) 767-7046

💬 "All the room in the world for them to run free and so many friendly dogs."



Website



Directions

CENSORED

4.0 ★★★★★ (104) · Pet boarding ser...

15+ years in business · Scottsdale, AZ

Open · Closes 6 PM · (480) 874-1200

💬 "The teachers are so caring and amazing with the dogs."



Website



Directions



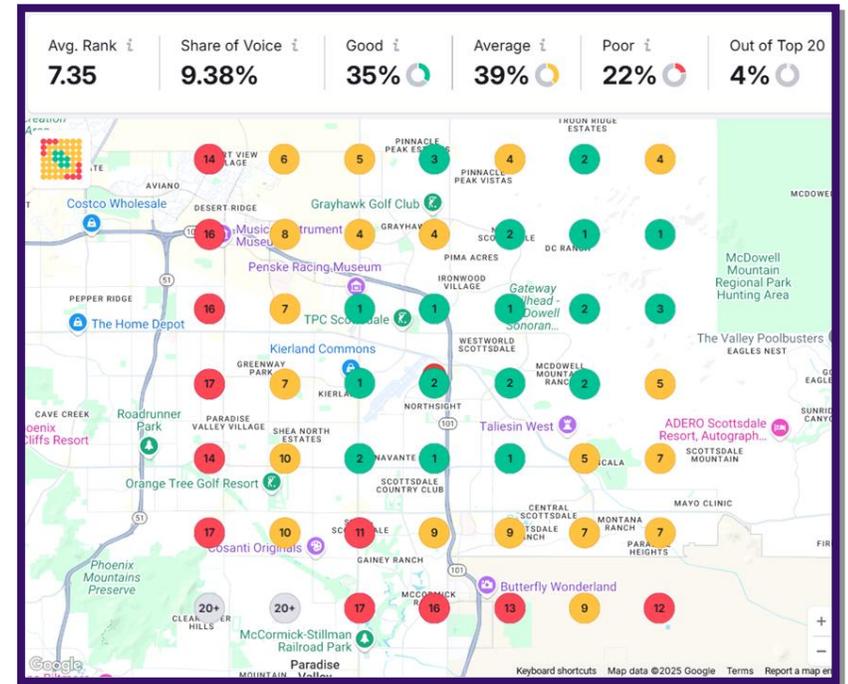
The Lead Gen 1% Test

Before investing in anything new, run it through the 1% test:

- Does this increase new inbound leads?
- Does it show up at the moment of intent?
- Can it be sustained week after week?
- Can we track and measure the results?

If you can see it, you can manage it.

Local visibility should be tracked, not assumed.





JOHN SICA

Chief Operating Officer
BATTERIES PLUS

PLUSGAMES CASE STUDY

February 2026

BatteriesPlus+



IFA26
evolve.



IFA

WHO WE ARE



BATTERIES PLUS IS A MULTI-SITE SERVICE CENTER focused on non-discretionary products and repairs that serves businesses, national accounts, and consumers. We are a **FRANCHISOR** with a nearly 40-year history, operating at scale through ~730 stores in all 50 states with an omni-channel platform.



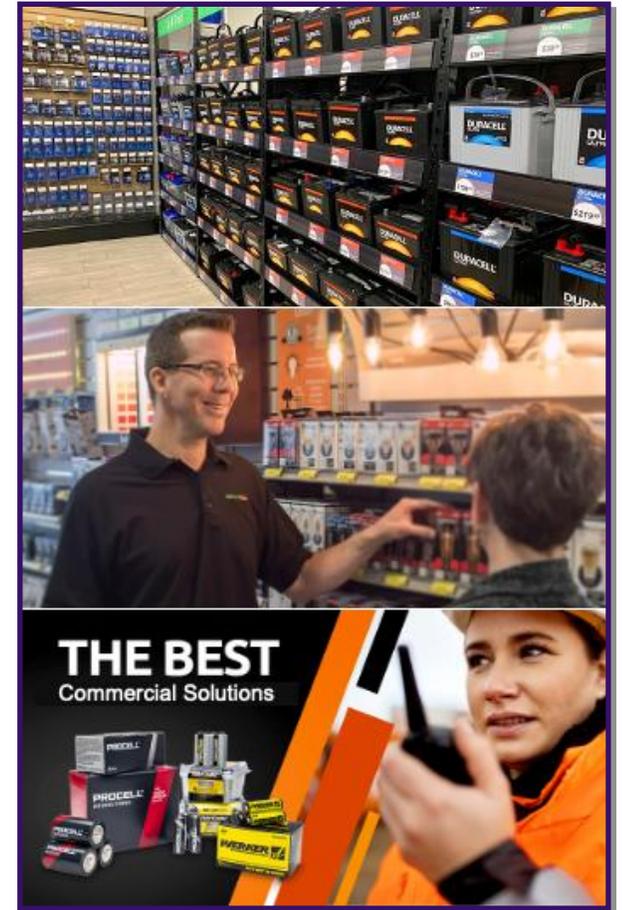
POWER IT.



REPAIR IT.



*SELL IT. SOURCE IT.
STOCK IT. FIND IT.*



THE CHALLENGE



- As a repair and service center, training and confidence is essential to sales growth
- Retail turnover ~50% avg.
- Owners may not have been to training school in more than ten years
- The speed of tech: we need to reach 400+ owners and 5,100+ associates with the latest training, annually
- Emails and manuals alone weren't cutting it

SKILLS NEEDED TO DRIVE PERFORMANCE	NEW OWNER	NEW ASSOCIATE
<i>Commercial & retail selling behaviors</i>	X	X
<i>Inventory management</i>	X	n/a
<i>Back-office accounting</i>	X	n/a
<i>Systems and technology</i>	X	X
<i>Product knowledge</i>	X	X
<i>Automotive key cutting and fob programming</i>	X	X
<i>Automotive battery replacement</i>	X	X
<i>Device repair- screen replacements</i>	X	X
<i>Battery service & care</i>	X	X
<i>Customer service</i>	X	X
HOURS NEEDED FOR MASTERY	672 HOURS	384 HOURS



THE SOLUTION

“Gamify Training”

Plus Games is a five-month training and sales competition between stores that use gamification to increase engagement and performance.

- The competition includes three rounds:
 - Round 1 (All Stores): Modules in six training categories and measuring five sales categories | daily updates
 - Round 2 (Group of 32): Expert tip video creation and secret shopper phone calls | sudden death elimination
 - Round 3 (Elite Eight): In-store relay events highlighting technical and service skills | on-site culture building
- Top teams win prizes such as cash, TVs, gaming consoles*

**Vendor Funded*

BatteriesPlus 



VIDEO



THE PROGRESS

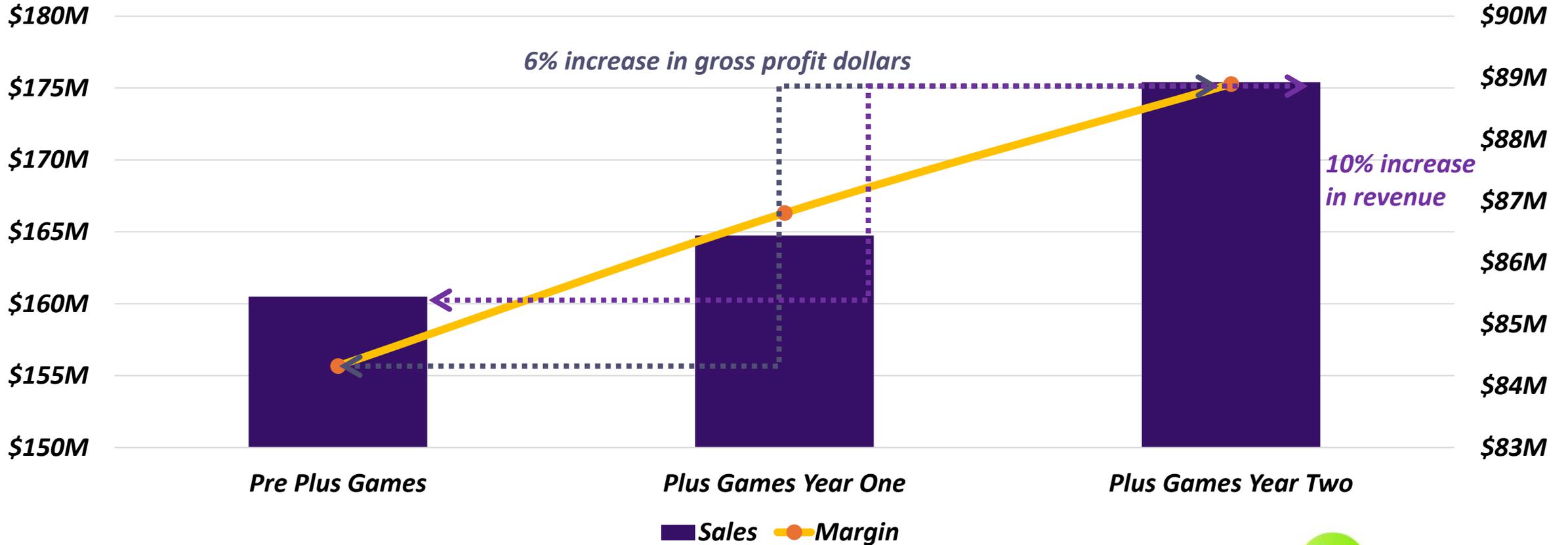
Store experts at every level are participating in learning and development programs. Their engagement is driving skill growth and strengthening performance system wide. Renewing the culture of service and sales in franchisees and associates, both new and old.

<i>Store Associates</i>	<i>2024</i>	<i>2025</i>	<i>YOY</i>
<i>Courses Completed</i>	<i>33,101</i>	<i>59,151</i>	<i>+79%</i>
<i>ILT Sessions Completed</i>	<i>778</i>	<i>1,186</i>	<i>+52%</i>
<i>Certifications Completed</i>	<i>1,391</i>	<i>2,314</i>	<i>+66%</i>
<i>Training Time in Hours</i>	<i>22,265</i>	<i>50,054</i>	<i>+124%</i>

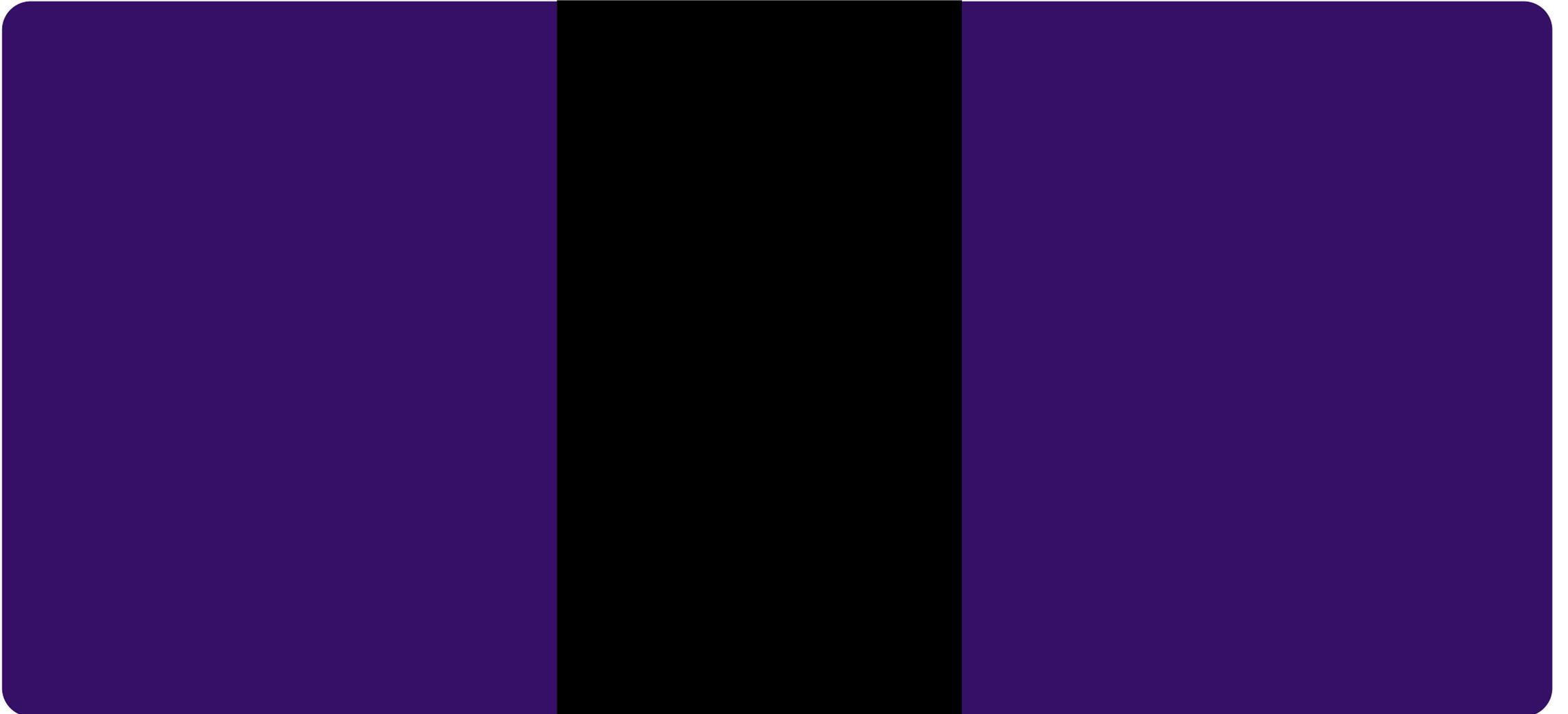


THE RESULTS

SALES AND MARGIN – NOV. 1 TO FEB. 5 2024-2025



VIDEO



Proprietary & Confidential



SCOTT DEVINEY

President & CEO

CHICKEN SALAD CHICK

EmailHere

REDUCTION IN SIZE



UPDATED MENU DESIGN



The Chick

Choose **Scoop or Sandwich \$9.39**
of our Famous Chicken Salad 480-1485 Cal.

Plus one of:
• Side Item
• Cup of Soup
• Scoop Chicken Salad, Pimento Cheese & More
(Excluding Signature Sandwiches)

Make It A Trio! +\$2.00
Add any one scoop,
side, or cup of soup.



Add a Drink
For Only
+\$2.19

Something Special

Eat like a *diva*.

Dill-icious Diva
with fresh dill & cucumber.



Our Famous Chicken Salad

Traditional

Classic Carol 400 Cal.
Our signature recipe that got it
all started.

Olivia's Old South 380 Cal.
A southern tradition combining sweet
pickles & egg.

Savory

Lauryn's Lemon Basil 390 Cal.
Our brightest flavor featuring chopped
pecans, fresh basil, & lemon.

Dixie Chick 370 Cal.
An onion-lover's delight!
The only one with onions.

Sassy Scotty 450 Cal.
A zesty blend of ranch, bacon,
& shredded cheddar cheese.

Barbie-Q 390 Cal.
A hickory smoked BBQ flavor that is
sure to please.



Fruity & Nutty

Fancy Nancy 410 Cal.
Dress it up with Fuji apples,
crunchy pecans & seedless grapes.

Fruity Fran 340 Cal.
A refreshing blend of crisp Fuji
apples, grapes, & pineapple.

Cranberry Kelli 460 Cal.
A mixture of dried, sweetened
cranberries & slivered almonds.

Spicy

Jalapeño Holly 370 Cal.
Whew! The name says it all,
diced jalapeños galore.

Buffalo Barclay 390 Cal.
Craving wings? This is definitely
the choice for you.

Kickin' Kay Lynne 380 Cal.
This flavor powerhouse is a
combination of Buffalo sauce,
ranch, bacon, shredded cheddar
cheese, jalapeños, & Sriracha!

Made Fresh. Made from Scratch!

Pimento Cheese & More

Pimento Cheese 570 Cal.
A blend of freshly grated sharp &
pepper jack cheeses combined
with just a smidge of our creamy
house dressing.

Spicy Pimento Cheese 560 Cal.
Our famous pimento cheese
with a kick of heat from
diced jalapeños.

Egg Salad 250 Cal.
A classic egg salad with
sweet pickles.



Salads, Sides & Soups

Classic Salad 370-490 Cal. **\$8.99**
Your choice of any scoop
served atop a bed of our
spring lettuce blend with
tomatoes, & cucumbers.

Seasonal Salad 210-280 Cal. **\$3.99**
See our seasonal selection.

Dressings Ranch, Honey Mustard, Italian,
60-200 Cal. or our Signature Peppy Seed

Signature Soups
110-410 Cal.
Cup **\$3.49** Bowl **\$5.49** Quart **\$13**

Fresh Sides \$2.99

Broccoli Salad 170 Cal.

Grape Salad 150 Cal.

Pasta Salad 250 Cal.

Fresh Fruit 80 Cal.

Mac 'n Cheese 350 Cal.

Chips \$1.79

Baked Lay's, Doritos,
Miss Vickie's: Sea Salt, BBQ,
Salt & Vinegar, & Jalapeño

Signature Sandwiches

\$10.39 Served with your choice of
side, cup of soup or scoop.

Chicken Salad BLT 885-1565 Cal.
Your choice of any chicken salad with
crispy bacon, fresh lettuce, & tomato.

Pimento Cheese BLT
1100-1660 Cal.
Traditional or spicy pimento cheese,
crispy bacon, fresh lettuce, & tomato.

Turkey Club 820-1380 Cal.
Oven roasted turkey breast, provolone, crispy
bacon, honey mustard, fresh lettuce, & tomato.

Chicken Salad Melt
670-810 Cal.
Any chicken salad topped
with provolone cheese &
melted on a toasted croissant.



Drinks

Iced Tea 0-240 Cal. **Medium \$2.19**
Large \$2.69
Fresh Lemonades 240-420 Cal.
Coca Cola Products 0-350 Cal.

Sweet Treats

Buttercream Frosted
Flower Cookie 170 Cal. **\$1.99**
White Chocolate Layer Cake 1250 Cal. **\$5.49**

**2,000 calories a day is used for general nutrition advice, but calorie
needs vary. Additional nutrition information available upon request.

little chicks

Children 10 & Under **\$6.49**
MAC 'N CHEESE
350 Cal.
CHICKEN SALAD SCOOP
340-460 Cal.
TURKEY SANDWICH
240 Cal.
PB&J UNCRUSTABLE
210 Cal.



1 CHOOSE YOUR ENTRÉE



1 SCOOP
1 Side **\$9.49** 2 Sides **\$11.79**
570-800 cal



2 SCOOPS
1 Side **\$11.79** 2 Sides **\$14.09**
980-1440 cal

Sandwich Bread Choices: Croissant | Wheatberry | White Bread



SANDWICH
1 Side **\$9.99** 2 Sides **\$12.29**
690-955 cal



BACON CHEDDAR MELT
1 Side **\$11.99** 2 Sides **\$14.29**
880-1110 cal



CHICK MELT
1 Side **\$10.99** 2 Sides **\$13.29**
Choose provolone or cheddar
780-1010 cal



CHICK BLT
1 Side **\$10.99** 2 Sides **\$13.29**
785-1035 cal



TURKEY CLUB
1 Side **\$10.99** 2 Sides **\$13.29**
710-730 cal

Sub a scoop of
chicken salad or
pimento cheese
for a side with
any entrée.

Side Items omitted from cal ranges

2 CHOOSE YOUR FLAVOR

Made from Scratch Chicken Salad

TRADITIONAL	FRUITY & NUTTY	SAVORY	SPICY
CLASSIC CAROL 400 cal Finely minced celery, mayonnaise & our secret seasoning	FANCY NANCY 410 cal Apples, grapes & pecans	SASSY SCOTTY 450 cal Ranch, bacon & cheddar	BUFFALO BARCLAY 380 cal Buffalo sauce
OLIVIA'S OLD SOUTH 380 cal Sweet pickles & hard boiled egg	FRUITY FRAN 340 cal Apples, grapes & pineapple	LAURYN'S LEMON BASIL 390 cal Fresh basil, chopped pecans & lemon pepper	JALAPEÑO HOLLY 370 cal Diced, pickled jalapeños
DIXIE CHICK 370 cal Minced yellow onions	CRANBERRY KELLI 450 cal Sweetened dried cranberries & slivered almonds	BARBIE-Q 390 cal Sweet & smoky BBQ sauce	KICKIN' KAY LYNNE 380 cal Pickled jalapeños, Buffalo sauce, bacon, ranch, cheddar & sriracha
SEASONAL FLAVOR 		PIMENTO CHEESE	
SOUTHERN PIMENTO CHEESE 570 cal Sharp cheddar & pepper jack cheese, pimento peppers & creamy house dressing		JALAPEÑO PIMENTO CHEESE 560 cal Southern pimento cheese with pickled jalapeños	

3 CHOOSE YOUR SIDE

BROCCOLI SALAD 170 cal	GRAPE SALAD 170 cal
PASTA SALAD 250 cal	FRESH FRUIT 80 cal
MAC 'N CHEESE 320 cal Upgrade to a Bowl for *2 180-600 cal	CUP OF SOUP 110-410 cal
CHIPS 140-210 cal Baked Lay's Doritos Sea Salt Jalapeño BBQ Salt & Vinegar	

2,000 calories a day is used for general nutrition advice, but calorie
needs vary. Additional nutrition information available upon request.

4 ADD ONS

Desserts		
WHITE CHOCOLATE LAYER CAKE \$5.49/slice 1250 cal	FLOWER COOKIE \$1.99 170 cal	CHOCOLATE CRISPY BAR \$2.99 390 cal
Drinks		
REGULAR \$2.19 LARGE \$2.69	Fresh Tea or Lemonades & Coca-Cola Products 0-420 cal	
KIDS MENU		
Includes fruit, cookie & kids drink		
\$6.49 Children 10 Years & Under		
MAC 'N CHEESE 510 cal		
HALF SANDWICH Choose turkey or chicken salad 410-595 cal		
QUICK CHICKS		
All flavors, packaged in shareable sizes		
SMALL \$6.99 Serves 2-3 680-1140 cal		
LARGE \$12.99 Serves 4-5 1360-2280 cal		
LARGE SIDES \$8.99 Serves 4-5 320-1000 cal		

KEY TAKEAWAYS



Q&A



Breakout Bonanza
Scan the code at the End of a Wednesday PM Breakout Session
to Earn 2 Points!



Scan code in your event app



Unable to scan?
Enter code: TUEBRE





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