

# SUCCESSFUL FRANCHISE DEVELOPMENT

## *AGENDA*

### **Day 1**

#### **AM Session**

- Opening
- Introductions
  - Common vocabulary
  - Franchisor-Franchisee relationship
  - Importance of development
  - Identification of development challenges

#### **PM Session**

- Tool #1 Uncompromising organizational commitment
- Tool #2 Franchise Development System
  - Setting development goals
  - Franchisee profile
  - Creating Core story
  - Generating leads
  - Recruitment process

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## Day 2

### AM Session

- Tool #3 Awesome recruiter
  - Building a recruiter profile
- Essential skills and techniques
  - Listening skills
  - Dealing with development challenges including objections
- Tool # 4 Maintaining a success attitude

### PM Session

- Simulations
- Final exam
- Graduation and closing

**\*\*Kindly note that there will be 2 Teatime refreshments and 1 lunch refreshment included in the event.**