



## **Beyond the Basics: Get Better Results In Selling & Granting Franchises**

### **Benefits of this Training**

This training is designed to help you understand: (1) how to use and improve your personal skills, knowledge, and abilities and (2) what changes to your process will help more candidates decide to become your franchisee.

You will leave this training better able to:

- Discover and use each candidate's goals, objectives & dreams to position your franchise opportunity more advantageously
- Discover and overcome each candidate's fears, uncertainties, and doubts about becoming your franchisee
- Identify their motivations & use them in your conversations
- Ask more questions, listen more, and talk less while getting better results
- Control candidates' behaviors
- Spend more time with qualified candidates
- Double the number of franchises you signed in the previous 12 months in the coming 12 months

### **Agenda Topics for the Training**

- How to turn leads into candidates & differentiate the curious from the serious
- How to set-up each conversation with candidates to ensure they are more interested in becoming your franchisee and proceeding to the next step in your process
- When and how to do "trial closes" with candidates to determine how serious they are about becoming your franchisee
- How to make sure each event in your process has the potential of adding "reasons to join your Brand" for the candidates
- How to structure the calls candidates have with franchisees – the ones who do and who do not verify & validate
- How to make the FDD/FA valuable closing and decision-making tools for the candidates
- How to make Discover Day as effective as possible

### **Added VALUE you will leave with you cannot get anywhere else:**

Each participant will be introduced to and learn how to utilize tools and techniques proprietary to Management 2000 which are helping our clients close more deals. We call these our "secret sauce":



1. How to make your process all about the candidate without losing anything about your Brand – This technique will help you close deals
2. The “5 Question Close” – This tool is used in the very early stages of talking with candidates and will separate the curious from the serious candidates
3. The “Decision Making Checklist” – How this tool controls the candidates
4. The “Personal Goals Drive Business Goals Worksheet” – How this tool will help you guide the candidate to sign your Franchise Agreement

This training is designed to improve participant's skills, knowledge and abilities at using unique sales techniques in helping candidates make an informed decision to sign your Franchise Agreement over other franchisors they are considering.

While this training will cover some topics that encompass the improvement of an entire system, it is focused on improving the participant's ability to close more franchise sales.

### **Training Fee**

\$895 [\$995 with 150 CFE credits] per participant

If you are registering for more than one training for yourself or have multiple people from your company interested in attending, please [contact us for Multiple Participant Pricing](#).

### **Fee Includes:**

- Morning Continental Breakfast
- Morning and afternoon refreshments
- Gourmet Lunch
- Training materials designed to enhance your learning and the take away value of the day and include useful aids to increase your close rate.
- The ability to call our training leaders after you return to your office if you have questions on how to use the materials and content covered during the training.

### **Dates:**

- April 21 (Houston)
- October 20 (Houston)