

How To Engage “Disengaged” Team Members & Franchisees

Benefits of This Training

This training is designed for individuals and teams who play a role in helping Franchisees achieve their primary goal: **Increasing Revenue and Profit.**

Upselling can drive revenue and profit. Increasing prices can drive profit. New products can drive increased revenue. Controlling costs can increase profit.

This doesn't mean that everyone is engaged and that is a way to lose big. Disengaged team members and franchisees can cost your business in:

- Fewer new customers acquired and less frequency of existing customers
- Low morale affecting the experiences customers have and therefore frequency and retention
- Team members being less productive because working is not fun or enjoyable
- Higher turnover, lower productivity, less customer frequency, and fewer retained customers all contribute to lower profits.

Three Critical Areas

The most effective and efficient driver for increasing revenue and profit comes from engaged, committed, well-trained team members who enjoy:

1. Creating a great place to work.
2. Creating and retaining very satisfied, loyal, frequent user, promoter **customers.**
3. Creating experiences for team members, making them engaged in your business and producing the desired results for the brand.

The most effective way to achieve this is to selecting, developing, leading and managing team members and franchisees who are ready, willing and able to create great experiences for customers by fully, completely, and consistently implementing your operating processes and by living your mission, believing in the vision, and living your core values between and among one another.

This training will help you acquire and develop the skills, knowledge, abilities, processes, tools, and techniques necessary to lead and manage franchisees and team members in improving their results in these three critical areas.

This training provides practical “how to” strategies and tactics participants can use immediately in their roles in your business.

Once you know and understand what customer's value you can design experiences to deliver that value, and you can determine how to select, develop,



train lead and manage team members and franchisees to execute the experiences.

This training will help you acquire and develop the skills, knowledge abilities, tools, techniques, and processes to achieve these results.

1. Getting franchisees to “make customers want to come back and recommend your Brand to their friends and families”,
2. Franchisees who are more engaged with the brand's vision and mission.
3. More first-time customers retained and becoming frequent visitors,
4. More franchisees and their team members committed to creating the best experiences for your customers, making them WANT to come back, and
5. Your franchisees and their team members engaged and committed to creating a great place to work.

Agenda Topics

- How to engage team members and franchisees so they want to create great experiences for customers every time?
- What are the major indicators of disengagement and how to stop them?
- How our USA Retail culture developed into what is called “The Experience Economy”?
- What are the key metrics of “The Experience Economy”?
- How to win in an increasingly competitive environment?
- How to get franchisees to think “Customers are revenue” instead of “Money is revenue”?

Training Fee

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

If you are registering for more than one training for yourself or have multiple team members 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 implement immediately.
- 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:

- February 5 (Houston)
- April 23 (Houston)
- June 24 (Houston)
- October 22 (Houston)