

## **How to Become a More Effective Field Consultant & Coach**

### **Benefits of this Training**

This training is designed to provide:

- Field Consultants and any Team Member who interacts with Franchisees, with the beliefs, behaviors, processes, tools, techniques, and forms to be successful.
- Existing Field Consultants with new ways of believing, thinking, and acting when dealing with Franchisees.
- An understanding of the job, role, function of the Field Consultant.
- The acquisition and development of the skills, knowledge, and abilities necessary to be more effective in this very critical position.
- Learn how to ask more questions, listen more, talk less, and get better results.
- Understand that solving problems has to do with franchisees following systems.
- Learn the most effective way to approach non-compliant franchisees.
- Learn consulting “best practices” you can immediately use.

Field Consultants and other team members, who deal regularly with franchisees, are a critical link to having healthy, positive, productive franchisor/franchisee relationships. They need to be viewed as business consultants and business coaches rather than “cop inspectors”. This training is designed to help improve your ability to make a difference with your Franchisees.

**Who Should Attend:** COOs, Vice Presidents, Field Consultants, Business Managers, Support Services Staff, Area Developers, Multi-Unit Developers. If you are a Field Consultant or if you lead and manage Field Consultants you will come away from this training with a greater understanding of the job, role, function, and the skills, knowledge, and abilities necessary to be more effective in this very critical position.

### **Agenda Topics**

- Understanding the Field Consultant/Franchisee Relationship
- Defining the job, role, and function of Field Consultants
- Building strong communications with Franchisees
- Consulting and coaching with Franchisees to help build their business
- Connecting franchisees’ personal goals to the achievement of their business goals
- Understanding how beliefs affect results
- How to design effective agendas with franchisees
- Why asking questions is more effective than making statements



- How to hold an effective consultation with franchisees
- How to solve problems with franchisees
- How to effectively confront and resolve issues with franchisees
- Understanding the Field Consultant's role in compliance
- How to manage change
- How to deal with resistant franchisees

**The value you will leave with:**

A training manual with sample forms, checklists, processes, and PowerPoint slides for future use. These materials include a very valuable model for consulting, coaching and mentoring your Franchisees.

**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 4 (Houston)
- April 22 (Houston)
- June 23 (Houston)
- October 21 (Houston)