

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

\$1,095.00 per participant

Fee Includes:

- Morning and afternoon refreshments
- 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.

2021 Date: Tuesday, October 19 in Houston [location to be advised]

2022 Dates: Schedule to be advised

To Register: Contact Management 2000 at 800-847-5763