

SPEED UP YOUR NETWORK GROWTH

Find and Recruit more Franchisees

Ten years ago, when you were about to make a purchase of, say, a new TV, you would have visited a number of shops, listened to the sales pitch and perhaps even read 'What TV?' magazine before making your decision.

Today, you would do your research on the internet and in no-time know more about the product than most shop sales assistants. You would probably also make your decision about where to buy your TV from based on your online research and that will be partly down to how much useful information the retailer has provided on its website.

The way we buy things has changed dramatically and do you know what - it is equally true of the way people are buying franchises now.

The two-day workshop "Speed Up your Network Growth" - has been completely revised and restructured for the second decade of the new millennium to take into account the changing patterns of buyer behaviour and to help you get a better return on your marketing spend by recruiting more franchisees. To book your place now or for more information **email us at info@thefranchisetrainingcentre.com or call us on 0870 4586682.**

Objectives:

By the end of the session the delegates will have:

- Reviewed the current market-place for franchisee recruitment
- Have built a franchisee profile for their business
- Reviewed all aspects of their current franchisee marketing and selection processes in the light of current developments
- Considered the changing and new media for franchisee marketing
- Have discussed new movements in the marketing and selection processes
- Considered the Sales, Recruitment, Selection continuum
- Developed a personal action plan to improve their marketing and recruitment processes

Course Outline:

- Identification of Recruitment Goals
- Background to the current Recruitment Market-place
- The Franchisee Profile. Knowledge, experience, attitude, resources
- The Marketing Plan to meet Recruitment objectives
- The Media and the Message. New ideas for a new decade
- Fundamentals of the new recruitment processes aligned with the new Media and Messages
- Legal and Ethical issues
- Managing the marketing / recruitment continuum

100% MONEY BACK GUARANTEE – Having run these seminars for over 10 years now and been told by delegates time and again how much value they have taken from them, we happily offer all attendees a 100% money back guarantee if you feel you gain nothing from the day.

THIS WORKSHOP IS FREE if you use our other services. After attending the workshop, you will receive a voucher equal to the cost of the workshop which you can redeem against any new work undertaken with one of The Franchising Centre's group of companies. (Conditions apply – ask for details.)

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