

HELPING A FRANCHISEE TO SELL THEIR BUSINESS

How to make sure you both get what you want from a resale

How's this for an understatement: "A franchisor's and franchisee's interests aren't always aligned when a franchise is resold – especially when it is a forced sale".

But can you manage the resale process so that both parties interests are more aligned and both see it as a mutual opportunity?

Put simply, this workshop is about how to help your franchisees sell their business with the result that you are both happy with the outcome. It covers techniques for identifying problems at an early stage, managing the process and working towards a common goal.

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 considered the need for Resales both voluntary and 'encouraged'
- Have discussed options for the structure of the Resale process
- Have reconsidered their Franchisee Profile for purchasers of Resale territories
- Have reconsidered their marketing activity to attract such purchasers
- Have considered the process of business valuation and the role and responsibility of the franchisor in such a valuation

Course Outline:

- The role of Resales in a maturing network
- The role of the Franchisor in preparing for Resales, the processes and documentation
- The Franchisee Profile of the purchasing franchisee
- Marketing the Resale opportunity
- The rights and responsibilities of the franchisor in approving the Resale
- Business valuation...is there a simple formula?

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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