



PROTECTING YOUR BRAND

How to monitor what your franchisees are doing

What is your most valuable asset? **Your brand.**
Who is representing your brand? **Your franchisees.**

So, it follows that as a franchisor it is vital to know exactly what your franchisees are doing and how they are representing your brand.

But how can you do this cost effectively? How can you get your franchisees to willingly participate in this process? And how can you keep your franchisees happy and not make them feel like big brother is watching them?

This workshop deals with these and many other sensitive issues that are at the heart of the franchisor / franchisee relationship.

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 roles of franchisor and franchisee in maintaining standards
- Have discussed where standards are set down or agreed
- Considered ways of monitoring performance
- Have completed a case study exercise to evaluate monitoring techniques
- Have prepared a Personal Action Plan to improve your own performance

Course Outline:

- The Franchisor/Franchisee Relationship
- What needs monitoring
- Setting the Standards -the Franchise Agreement, the Operations Manual, the Franchisee Business Plan
- Audit processes
- Case Study practical exercise

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.)

CONTACT US NOW. To book your place now or for more information **email us at** info@thefranchisetrainingcentre.com or call us on **0870 4586682**.