

# HOW TO MOTIVATE FRANCHISEES

## Inspire Your Franchisees to Perform Better

The smaller a business is, the more its performance will be affected by the performance of the owner. Therefore, it follows that the continued hard work and commitment of your franchisees is essential both to their business and to yours.

But people do not perform at 100% all of the time for all sorts of reasons and often need some support and a little inspiration to help them through.

This is where franchisees should have an advantage over other small businesses, because they have you to lean on.

However, providing that support and being an inspiration to your franchisees on a daily basis is, as you know, no easy thing.

This workshop will give you a better understanding of what motivates franchisees as well as some effective techniques for communicating with and enthusing them.

To book your place now or for more information **email us at [info@thefranchisetrainingcentre.com](mailto:info@thefranchisetrainingcentre.com) or call us on 0870 4586682.**

### Objectives:

By the end of the session the delegates will:-

- Have discussed what motivates franchisees at different stages of their development
- Have reviewed the methods for communication with franchisees
- Be aware of the skills required to motivate individual franchisees
- Have prepared a personal action plan to improve your communication with franchisees

### Course Outline:

- The Franchisee lifecycle
- Theories of Motivation
- Leadership styles in motivational situations
- Recognising and rewarding achievement
- Communication media – written, verbal, individual, group

**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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