



PROGRAMME: FTC111

FRANCHISEE RECRUITMENT MASTER CLASS

New Strategies to Compete in a Changing World

A 2-day Master Class for senior executives spread over a period of six weeks.

The aim of the Master Class is to provide the basic structure for developing a 21st Century Recruitment process. Delegates should be prepared to share, in confidence with each other, their current practices and activities to help identify and address any common problems and difficulties.

In common with all Franchise Training Centre workshops the programme will be highly discursive with delegates benefitting from the experience and contributions of their professional peers.

Day One:

- Introductory background to current recruitment processes including a review of delegates' current activities
- The Franchisee Profile
- Introduction to the underlying principles driving the changes to recruitment activities
- The role of 'Trust' and 'Emotion'
- Case study examples of old and new processes – Why what worked in the past may not work in the future
- How being Outstanding will help you Stand Out
- Engaging and conversing with prospective franchisees
- Beginning the process of remodelling the Recruitment Marketing Activity

Between Day One and Day Two delegates will be tasked with developing specific aspects of the process relevant to their own business.

Day Two:

- Sharing and review of remodelled activities with regard to:
 - Recruitment Web pages
 - Communications with potential franchisees
 - Ten Key Messages
- Lead Generation and increasing web-site visibility
- Independent endorsements
- Franchise Recruitment Brokers – should they be a part of your mix?
- Social Networking – Fad or Fundamental?
- Implementing the new strategy

DATES: Day one Thursday 8th September 2011. Day two Wednesday 19th October 2011.

VENUE: Honiley Court Hotel, Warwick. **PRICE:** £950 plus VAT.

100% MONEY BACK GUARANTEE: This Master Class is full of vital information that will help you adapt your business to the fast moving world of franchisee recruitment. However, if you genuinely feel you have learnt nothing new at the end of the programme we will happily give you a complete refund.

BOOK NOW!

Call us on 01904 561598 Email info@thefranchisetrainingcentre.com

PLEASE NOTE: Our master classes are only available to directors and executives of UK franchisors