

# Field Visit Foundations

Franchise Training Centre Series



Move 'em on up!

Franchise Field Support Visit Training

Effective field support visits have a dramatic impact on the health, performance and profitability of a franchise system. This field visit training programme for field representatives and franchisor executives provides powerful insights into the role of field visits and how they should be performed effectively. Importantly you will also

Core

Franchise field visits in context Why field visits are important The many roles of a Field Support Representative Understanding the franchisor-franchisee relationship lifecycle The multi-stage field visit process Do's and don'ts of field visits Required franchisor infrastructure, including the field

Benefits

Understand the various roles and responsibilities of the Field Support Representative Appreciate the various skills, attributes and qualities needed to fulfill the Field Support Representative role effectively Know what 'Tools' Field Support Representatives have at their disposal, and how and when to use them Gain insight into how to manage and monitor the performance of Field Support Representatives Conduct more in-depth and productive Field Visits & Franchisee Performance Reviews Have a better understanding of the franchising culture and franchisor-franchisee relationship

What are field visits? What should a Field Support Representative do? And how does this fit into overall franchise system management?

Learn the core roles associated with providing comprehensive franchise field support. Gain the knowledge, skills and attitude required for providing effective franchise field visits.



# An intensive one day workshop for Field Service Representatives

t Your training leaders



Michelle Bentham



Dr Callum Floyd

Presenters

## Michelle Bentham

Michelle Bentham has an MBA (with distinction) and many years of operational experience in franchising, working mainly with major fast food franchises, McDonald's and Subway in a wide variety of management roles. Michelle also has considerable and practical Subway multi-unit franchisee experience.

## Dr Callum Floyd

Dr Callum Floyd has substantial franchising and related knowledge gained from completing both Master of Commerce (with 1st class honors) and Doctor of Philosophy (PhD) qualifications researching franchising. Callum has led franchise system development and improvement projects across a range of business sectors involving leading local and international organisations, including franchisees.

Next step

To register your interest or request further information please contact Franchise Consultants on

Package details

\$495 + GST per person. Registration includes

## Award



Franchise Training Centre forthcoming sessions

- t Field visit foundations
- t Managing a franchise system
- t Improving franchisee performance
- t Franchisee business planning



For more information t Call Franchise Consultants