

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 gain knowledge on the background franchise infrastructure required in order to provide effective field visits, including available tools and how to use them.

Core content

❖ 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 representative's tool box ❖ Getting the most out of your field visits ❖ Case studies and examples

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 dynamics ❖ Understand the wider supporting infrastructure required to build an effective Franchise Field Support Visit program ❖ Networking with other like-minded franchise executives

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 workshop for Field Service Representatives

... 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

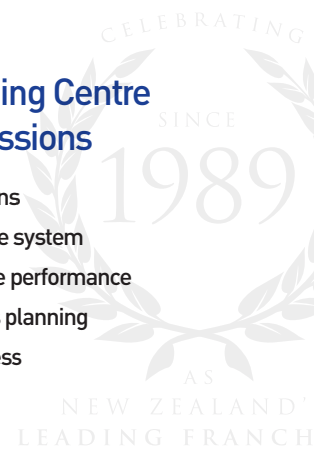
To register your interest or request further information please contact Franchise Consultants on (09) 523 3858.

... Awards



Franchise Training Centre forthcoming sessions

- ... Field Visit Foundations
- ... Managing a franchise system
- ... Improving franchisee performance
- ... Franchisee business planning
- ... Franchising a business
- ... Buying a franchise



For more information ... Call Franchise Consultants
(09) 523 3858 ... or visit www.franchise.co.nz