

Improving Franchisee Performance

Franchise Training Centre Series



... for Field Service Representatives

The importance of managing franchisee performance

- ... The prevailing economic environment highlights the importance of understanding and managing franchisee performance. In turn, franchisors who actively engage with franchisees on performance information have the basis to forge more co-operative, meaningful and productive relationships – benefiting both parties.

Help your Field Service Representative better understand performance information (including financial information) to improve field visit effectiveness, and, franchisee and franchisor performance.

Core content

- ... Field visits and financial information ... Financial performance and the Franchise Relationship ... Financial and non-financial performance metrics ... Financial information and your Business Model ... Key financial information you must know ... Benchmarking franchisee performance ... Performance diagnostics ... Franchisee business planning ... Common challenges ... Ten top tips and strategies ... Case studies

Benefits

- ... Better understand franchisee performance ... Learn the important role performance information can play in field visits ... Understand what information is needed ... Learn and reinforce key concepts ... Help franchisees plan ahead and set meaningful objectives ... Help franchisees link key actions to financial results ... Learn how to summarise and interpret key financial informations

Key franchisee performance information, analysis and action in a field visit context. Help your Field Service Representatives engage with franchisees more effectively, productively, and profitably.



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

- ... Franchise field support visits
- ... 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