

Avoiding 10 Common Mistakes in Franchise Relations

Your notes for Greg Nathan's Webinar on
May 25 at 2:30 P.M. MDT
(Greg will work with you to fill in the gaps)

Mistake #1: Not responding promptly to franchisee phone calls or requests for help.

Responding to franchisees check-list:

- o Respond to requests within an _____
- o Sound _____ - ask " _____?"
- o Don't engage with _____ discussions or emails
- o Follow up if a call has been _____

In conclusion, be friendly, focused and fast with your responses.

Mistake #2: Releasing new initiatives with inadequate testing or consultation.

Introducing change check-list:

- o _____ with the people who have to make it work
- o _____ information to assist with understanding
- o Provide _____, preferably from a pilot
- o Treat _____ as a sign of engagement

In conclusion, acknowledge emotions and be transparent with information.

Mistake #3: Not allowing enough two-way interaction during conferences.

Interactive meeting check-list:

- o Develop a specific _____ for the meeting
- o Ask _____ what would be useful and interesting
- o Create a light, _____ room set up
- o Agree on _____ to keep discussions constructive

In conclusion, use facilitation processes to encourage engagement.

Mistake #4: Being arrogant or communicating with a lack of respect.

Responding to concerns check-list:

- o Listen to ensure you have _____ the issue
- o Treat all concerns as _____
- o Use a calm and friendly _____
- o Treat the franchisee with the respect of a _____

In conclusion, respond to franchisee concerns in a constructive, respectful manner.

Mistake #5: Allowing unsuitable franchisees to join the network.

Unsuitable franchisee check-list:

- o Decision mainly emotional with low _____
- o Unrealistic _____ expectations
- o Partner is _____ about the venture
- o Habitually a _____ or _____ person

In conclusion, have selection standards and be prepared to say “no”.

Mistake #6: Not keeping franchisees informed on issues that impact on them.

Stakeholder check-list:

- o Who is likely to be _____ in some way?
- o What _____ are they likely to have?
- o What are they likely to want to _____?
- o How might we best keep them _____?

In conclusion, remember to include stakeholders as part of your planning.

Mistake #7: Making decisions based on “sacred cows”.

Franchisor decision making check-list:

- o Will this protect or enhance _____?
- o Will this protect or enhance _____?
- o Will this protect or enhance _____?
- o Is this consistent with our _____?
- o Is this consistent with our _____?

In conclusion, guide decisions by what’s good for the total business

Mistake #8: Becoming defensive or trying to cover up mistakes.

Mistake-management check-list:

- o Don't get _____ and don't pretend you're perfect
- o _____ for any inconvenience or suffering
- o _____ and share insights and lessons learnt
- o Encourage people to focus _____ not backwards
- o State the commercial importance of staying _____

In conclusion, treat mistakes as a normal part of the business development process.

Mistake #9: Lack of vision or long term commitment by top leadership.

Leadership reporting check-list:

- o Major _____ with simple graphics – IFY
- o Major challenges and how we've tackled them - IFY
- o People or groups deserving special _____
- o _____ for next 12 months - what, why and how - IFY

In conclusion, promote hope, confidence and commitment to what matters.

Mistake #10: Not investing in your field management function.

Field Manager development check-list:

- o Do they have ready access to franchisee _____?
- o Have they been _____ to use this effectively?
- o Do they know how to handle _____ franchisees?
- o Are _____ and _____ skills being developed?
- o Are they kept _____, recognized and supported?

In conclusion, give field managers the status and resources they need to succeed.



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