

10 Coaching Tips to Improve Your Field Visits

by Greg Nathan, Founder, Franchise Relationships Institute

1. **Work up a _____ prior to your visits.** Collate a list of the things you both want to cover. Once the agenda is agreed don't deviate from these topics. If they weren't important you or the franchisee would not have raised them.
2. **Have a _____ for every visit.** Ask yourself “If the visit were to go as well as it reasonably could, what would be achieved?” Imagine yourself achieving this result and how you would feel as a result. Review this in your mind just before you start each visit.
3. **Give people your attention during _____.** Only after you have greeted the franchisee and their staff, and checked that everything is still on track for your visit, should you raise any compliance or business issues. You never know what has happened prior to your arrival so don't jump to conclusions.
4. **Be _____ but never _____ with franchisees.** If you decide to socialise, for instance by having a meal together, always do this with a business purpose in mind. If you are spending time with a franchise just because you enjoy their company you may be opening yourself and your company to a complicated relationship which is likely go unpleasantly sour.
5. **Arrive at _____ regarding data trends.** Although you may have done your own analysis, initially keep your conclusions to yourself as these may be incomplete without further information from the franchisee. A great outcome is arriving at conclusions together, which may be different and better than your own.
6. **Explain _____ in terms of brand protection.** If a franchisee becomes defensive remind them how much money and effort has been invested in building the reputation of the brand and how quickly this can be undermined to the detriment of everyone.
7. **Keep conversations _____.** If a discussion goes negative stay solution focused by asking “What” questions. What do you want to see happen? What has been working? What can we do to help you move forward? Draw attention to what has been achieved and build on this.
8. **Finish visits on a _____.** The tone of your next visit will commence from where this visit ended. If the visit has been challenging, acknowledge this but also point out any positives that have been achieved. It is a good idea to make a short call a day or two afterwards to thank the franchisee for their focus and attention and reiterate the progress made during the visit.
9. **Look after yourself and keep your _____.** The energy you give out, which is a product of how you are feeling, will have more bearing on the effectiveness of your visits than any other single factor. Get enough sleep, exercise regularly and keep an adequate quota of fun in your life. Also spend time with positive people who care about you.
10. **Ask the _____ at the end of every visit.** “What could I do to make my next visit more useful for you?” This is a powerful question that demonstrates you care about the franchisee's success. And you are likely to learn a lot about how to improve your own performance!

Did you find this Webinar useful? If so we'll be digging a lot deeper into these issues at my **Profitable Partnerships Boot Camp** in Dallas on September 23 and 24, 2011 and in Denver on October 4 and 5, 2011. For more information call Katrina Mitchell at 720-304-3710 or go to www.franchisespeakers.com