

Scott Greenberg Speaker Intro

Why is it that in the same franchise system, running the same operations, some franchisees thrive while others struggle? This is the question today's presenter, Scott Greenberg, has spent years exploring. In addition to over two decades as a professional speaker, Scott spent ten years as the owner of two Edible Arrangements franchises in Los Angeles. His operation won the "Best Customer Service" and "Manager of the Year" awards out of more than 1000 locations worldwide. Today Scott focuses fulltime on helping franchisees grow their business. He's spoken in all 50 U.S. states and throughout the world with franchise clients that include McDonalds, GNC, Gold's Gym, Great Clips, Anytime Fitness, Smoothie King, the Wyndham Hotel Group and countless others. Scott is a VIP contributing writer for Entrepreneur.com and the author of the book *The Wealthy Franchisee* published by Entrepreneur Magazine. He's here today from Los Angeles, CA to help us take our businesses to the next level. Please welcome, Scott Greenberg.