

**NEW
WORKSHOP**



PROGRAMME: FTC112

GETTING UNDER-PERFORMING FRANCHISEES TO 'RAISE THEIR GAME'

How to get your franchisees to perform better

Franchisors are, often largely and sometimes totally, dependent upon their franchisees for their income and, therefore their profitability. They may have originally chosen the franchising model to develop their business because it offered a quicker entry to an expanded market at lower cost than by growing their own business organically.

However by doing so they will have sacrificed a degree of control over how fast and how large their business will grow as they have passed responsibility for that growth to their franchisees.

The law of averages dictates that some franchisees will perform better than average and others will perform below the average. However the crucial element is the level at which 'the average' is achieved.

If just asking franchisees to sell more product or services would have the desired effect every franchisor would be running a perfect network. However we know that there are many reasons why franchisees fail to develop their and, therefore, the franchisor's business to the full. This workshop considers ways of getting closer to that higher level of performance.

To book your place now or for more information **email us at info@thefranchisetrainingcentre.com or call us on 01904 561598.**

Objectives:

By the end of the session delegates will have:

- Completed pre-workshop research
- Reviewed with other delegates the performance measures used in their business
- Considered the reasons for poor performance by some franchisees related to each measure
- Identified where under-performance is most critical
- Considered options for developing group and individual Action Plans for Improvement
- Developed a core structure to help franchisees 'raise their game'

Course Outline:

- Discussion of results of pre-workshop research
- Identifying relevant Key Performance Indicators
- Reporting and subsequent analysis of KPI results
- How to set realistic goals for achieving KPI targets
- Communicating and agreeing individual Goals and Action Plans
- Supporting Franchisees to achieve their individual goals
- Communicating successes to the network

100% MONEY BACK GUARANTEE – Having run these seminars for over 10 years now and been told by delegates time and again how much value they have taken from them, we happily offer all attendees a 100% money back guarantee if you feel you gain nothing from the day.

BOOK NOW!

Call us on 01904 561598 Email info@thefranchisetrainingcentre.com