



FRANCHISING

7 GOOD REASONS WHY YOU SHOULD

CONSIDER FRANCHISING YOUR BUSINESS

COACHING ACADEMY SPECIALIST

Where Small Businesses Grow



Why Franchise Your Business?

Non risk-takers rarely have risks placed upon them.

“The greatest risk is the fear of failure. It is easy to calculate and measure the risk and potential loss of our investment of time, money and effort.

Just take some time out on your own and look in the mirror. Are your fears based on beliefs you have picked up along the way or have inherited. Beliefs that almost certainly are being challenged and overcome successfully every day by others”.

Tim Meagher—Business Coach

7 good reasons why you should franchise your business

- 1.** It gets you into the correct mind-set of documenting your Systems and Procedures.
- 2.** To take advantage of and maximise the use of the Corporate Brand through intelligent marketing and selling.
- 3.** To acquire a network of highly qualified agents trained to operate within the image of the corporate standards of the company, at minimum cost..
- 4.** Whilst the corporate entity continues with it’s marketing plans on a national level these agents will simultaneously replicate these efforts on a more local basis with test and measure.
- 5.** Rapid growth and expansion opportunity.
- 6.** Group purchasing
- 7.** Steady cash flow.

10 Ways To Improve Your Odds For Franchise Success

Cheri Carroll a Franchise expert has the following tips.

Why do some franchise outlets thrive while others end up with a 'closed for business' sign in the window? Sometimes the franchise concept or location determines success, but a lot of it has to do with you, the franchisee.

Making smart choices every step of the way and avoiding certain pitfalls can make a big difference to your bottom line and your franchise's viability.

Read on to find out 10 ways to improve your odds for franchise success.

1. Choose the right business for you

Franchisees whose skills are a good match for the business tend to do better than those who are not in their element. But how do you know if the concept you're buying is right for you?

It's really quite simple. Ask yourself what do you like to do?

For example, if you love kids, find a franchise that allows you to work with them. If you have a passion for technology, seek out a computer-related franchise concept.

However, don't just think about the product or service, but what your actual daily tasks will be. You may love to cook, but owning a restaurant will be about more than just food. In fact, your primary tasks will involve managing, hiring, training and firing staff.

In addition, make sure your skill set matches what the franchise will require of you.

10 Ways To Improve Your Odds For Franchise Success/Continued...

2. Improve your business skills

While franchisors will teach you their system to help you build a successful outlet, most also expect you to bring some basic business skills to the table. If you don't know accounting basics, how to read and work with financial documents or how to hire and fire employees, you're going to encounter trouble.

If your sales skills are rusty, your knowledge of business taxation is a bit shaky or you're not up to date on Internet marketing, consider taking a class to improve your skills.

Continue to upgrade your knowledge continuously. These classes are often available at a local school; there are even one-day seminars and webinars (Internet-based seminars) that take less time and monetary investment.

3. Follow the system

Part of the reason you choose a particular franchise is because it has a successful system. In order to be successful, you have to learn that system.

Don't just 'get by' during your initial training; absorb everything they can teach you. Continue to read the manuals and work with other franchisees up to and after your opening day. Don't listen when franchisees try to tell you they have a better way than the franchisor's.

You are purchasing a tried-and-true system, and you owe it to yourself to follow every element of that system until you understand it completely.

If you implement changes on your own, particularly in the early days, you could put your franchise at risk or run into unforeseen consequences that the franchisor already has anticipated. Don't try to be a rebel. Only make changes after speaking about your concerns at length with your field representative.

By taking this approach, you can avoid making a rash error (and possibly save your franchise).

10 Ways To Improve Your Odds For Franchise Success/Continued...

4. Have a business plan

While the thought of putting together a business plan might be intimidating to a franchising novice, it doesn't have to be.

It can be as simple as setting some goals and doing a financial projection for the next year or detailed enough to take to the bank for cash. When in doubt, ask your franchisor or fellow franchisees for advice on how to proceed.

5. Play well with others

A friend of mine named John opened a quick-service restaurant (QSR) franchise when the company was relatively new to franchising (it was a recognised brand, but had previously relied on corporate store expansion).

As such, there were some glitches in the franchisor's dealing with new franchisees versus corporate unit managers. Some franchisees started playing political games. They formed groups, talked incessantly, complained about the marketing, objected to the rules and generally whined, but John kept out of it.

When the company's field rep walked in, John treated him with respect. He listened carefully, asked questions and maintained a positive attitude.

When a new policy came out from corporate, he implemented it without complaint. He refrained from gossip and spent time with like-minded successful franchisees, discussing what a great opportunity they had in this business.

In return, the franchisor treated him with respect. Guess who got first choice when a new unit became available?

Corporate employees are dedicated people who are doing everything they can to make franchisees successful, but first and foremost, they are people. Your efforts to respect and listen to them will pay dividends for you.

(The end of the story: When John sold his multiple units, he banked a huge profit!)

10 Ways To Improve Your Odds For Franchise Success/Continued...

6. Take control

Part of the appeal of a franchise system is the support a franchisor can provide.

However, the ultimate success or failure of your franchise is largely your responsibility. Yes, your franchisor is going to train you on its system and give you the tools to build a business. But you will be on your own to run the day-to-day operations of your outlet. You can call the franchisor with questions, but the decisions will ultimately be yours.

Embrace and enjoy this freedom, t's part of the appeal of entrepreneurship.

7. Never stop marketing

As a franchisee, your job, first and foremost, is the sales and marketing of your product or service.

Don't wait for your franchisor to remind you. Get your marketing out there all the time, analyse the effectiveness of each method and share effective techniques with your fellow franchisees.

If you're busy working on your computer or handling other administrative tasks over marketing initiatives, you are limiting your success.

8. If you can't sell!!

Simply put, some people just hate to sell. They just aren't comfortable picking up the phone or working a room. However, sales are an inevitable part of every franchised business. If you don't feel comfortable handling this task, you need to be very careful and question if this business is for you.

Don't be crazy and believe that the customers are going to form an orderly queue and continue to do so for your product or service without a great deal of marketing and selling and some serious investment.

10 Ways To Improve Your Odds For Franchise Success/Continued...

9. Be careful with giving credit.

If your customers are seeking credit terms because their banks won't lend them the money, maybe there is a serious message there for you.

You might feel good about delivering a product or service to your customer, but sadly a sale is not a sale until it is paid for.

10. Learn your industry

Once your franchise is up and running, learn as much you can about your new industry (in addition to what you learned during your franchise research).

Almost every sector has associations and meetings where business owners gather and share ideas. Trade associations and local boards of trade bring together new and established businesspeople, providing a great forum for learning and networking.

Your fellow franchisees can also offer great insight into your industry; don't ignore this valuable network.

What Is Franchising?

- A time tested and proven business system
- A powerful method for rapidly growing a business
- A model that enjoys a far higher success rate
- A method of capitalising on the business

For the Franchisor

The Advantages

- Rapid growth of a business
- Low financial risk
- Reduced overheads
- Creates capital finances the business
- Lower turnover of staff
- Highly motivated individuals
- Easier quality control
- Minimum day-to-day management
- Faster market penetration

The Disadvantages

- Recruitment
- Poor quality of franchisees
- Poor franchisee performance
- Legalities

What Is Franchising?/Continued...

For the Franchisee

Advantages

- Proven business system
- Turn key
- Established branding
- Exclusive territory and/or process
- Use of logo, name and other elements
- Controlled environment
- Training
- Coordinated marketing

Disadvantages

- Start-up fees
- Strict controls
- Workload
- Risk of failure
- Legal costs
- Fixed and restrictive contract

Summary

Whether you decide to Franchise your business or not, the concept is a splendid one.

By deciding that you wish to have Franchising as a serious option will force you to do many things dead right and more to the point you will be obliged to document all your systems and Procedures.

Success Story And Positive Mental Attitude

Olympic Volunteers

I remember leaving the Olympic Park on that Sunday evening in 2012, and boarding the Docklands Light Railway.

Across the carriage in their distinctive purple and red suits, sat a couple of volunteers. They were middle aged, tired and a little emotional. Unpaid and largely unheeded, they had worked throughout the Olympics and the Paralympics.

Save for a single basketball game, they had seen little live sport.

On that final day, they had completed a double shift, getting up at 06.15am for the early start. It was almost midnight, and their faces were grey with fatigue.

Tomorrow they would become civilians again.

They were not looking forward to it. "So you enjoyed the games?" I asked.

They smiled at the foolish question. "enjoyed it? said the man. He shook his head, slowly. "it was the best time of our lives".

In those few words, he had given us the perfect summary of our Olympic summer.

Patrick Collins Mail on Sunday Dec 30th 2012

**DON'T FORGET TO WATCH THE
"FRANCHISING" VIDEO**