



Michael H. Seid & Associates, LLC

## Best Practices

Building a Successful  
Franchisee Recruitment Team

# *The Mission*



The company must be committed - not only to a franchise expansion strategy but to a clearly defined franchisee support strategy

# *The Basics*



- There is no magic to the franchisee recruitment process
- There are also no shortcuts

# *Internalizing the Team*



Understand the difference between

- Outsourcing lead generation
- vs.
- Outsourcing the recruitment and selection process

# *Lead Generation*



- All lead generation is in some way outsourced:
  - Web sites
  - Advertising
  - Public relations
  - Existing franchisees
  - Trade shows
  - Web referral services

# *Brokering the Process*



- Lessens controls
- Increases system risks

# *Staying in Control*



The only way to stay in control is to  
internalize the recruitment, selection  
and closure process

# *The Trouble with Candidates Today*



- Prospective franchisees are more sophisticated and knowledgeable about franchising than ever before
- Prospective franchisees have more investment options than ever before

# *Speed - Clarity - Professionalism*

- Three things they expect and demand from the process
  - Speed in response to their inquiry
  - Knowledgeable answers about the opportunity - hard sales techniques turn them off
  - Professionalism in the process and in the organization

# *The Internal Requirements*

- Speed
  - E-commerce inquiries are not the only ones that need an instantaneous response
  - The candidate will move on to another opportunity unless they can speak to you or hear from you now

# *The Internal Requirements*

- Knowledgeable answers
  - You may be interesting in the sale - but
  - They're more interested in the opportunity

The most productive salespeople have operated the business

# *The Internal Requirements*

- Professionalism
  - Conveying the dedication of the system to supporting their objectives
  - Conveying to the candidate the selection process
  - Executing on the promises

# *The Internal Team*

- Integrated and coordinated
  - All members of the internal team should be aware of recruitment process
    - Recruitment team
    - Operations and Training
    - Administration
    - Finance
    - Legal
    - Executive

# *The Internal Team*

- All member of the internal team should be:
  - Trained
  - Scripted, and
  - Available - within the process guidelines

to support the process and answer the candidates questions

# *First personal contact*

- Even where automated web responses are in place:
  - All candidates should be contacted immediately
    - Trained sales administrators
    - Franchise recruitment personnel
- All sales contacts should be logged immediately to facilitate tracking

# Recruitment Personnel

- Responsible for screening all candidates
- Guiding all qualified candidates through the approval process
  - Getting information to/from the candidate
  - Getting information to/from other internal team members

# *Franchise Compliance Officer*



- Makes sure that all the I's have dots and T's are crossed during the process
- Compliance program is a continuing process

# *Other Internal Team Members*



- Gauge candidate's ability to succeed in the system
  - Knowledge skills and ability
  - Personality and attitude fit
  - Realistic commitment

# *A Team Decision*



- It should never be a sale
- It must be a selection
  - Ensures everyone can get behind the new franchisee
  - Eliminates the "blame game" for a bad decision

# *A Team Effort*



- All support areas must be committed to the new franchisee's start
- Bonus and other compensation
  - Other support team members
  - Deferred based upon performance

*Michael H. Seid*



*Michael H. Seid & Associates (MSA)*

*94 Mohegan Drive*

*West Hartford, CT 06117*

*(860) 523-4257*

*(860) 523-4530 - Facsimile*

*mseid@msaworldwide.com*

*www.msaworldwide.com*