



**#IFA 2017**

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV

# Provide Your Prospects with an Amazing Candidate Experience!

- How do you entertain as well as inform your franchise candidates to show them how great your brand is?
- Every contact you have with them -- your website, e-mail, phone calls and in-person meetings -- is an opportunity to convert prospects into the very best franchisees.
- After all, if the candidate process doesn't "Wow" them, why should they think the franchise ownership experience will?

# Candidate Experience Takeaways!

## 1. Be Nice

Candidates relate to and buy from people they like!

## 2. Be Real

Sincerity, honesty and complete information will set the best tone for the entire franchise relationship

## 3. Listen

How can you learn if you don't?



# Provide Your Prospects with an Amazing Candidate Experience!



# Candidate Experience Panel



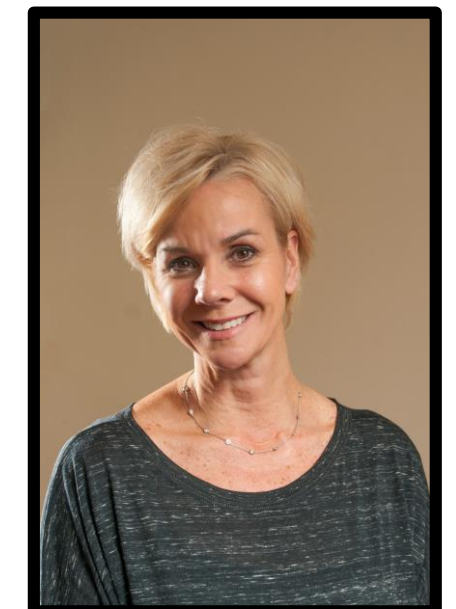
Ron Bender, CFE  
VP of Franchise Development  
Big Frog Custom T-Shirts & More



Clay Neff  
Managing Partner  
S&N Home Solutions of Versailles KY



Roxanne Rapske  
Franchise Consultant  
FranNet of San Diego CA



Robyn Brewington  
Owner and Chief Sales Frog  
Big Frog Custom T-Shirts & More  
of Southern Las Vegas

# Why is the Candidate Experience Critical?

1. First impressions
2. If you don't "Wow" them now...
  - A. Why would they think you'll "Wow" them later?
  - B. But what if the Candidate Experience is the best part...?
3. Introduce Brand Culture and Vision early



# Why is the Candidate Experience Critical?

4. Set realistic expectations of franchise ownership
  - A. Costs, income potential, time to breakeven (only if in your FDD)
  - B. Brand differentiation (Unique Selling Proposition)
  - C. Challenges in the business
  - D. Future growth/changes in your industry
  - E. “A day in the life” of a franchisee
    1. Executive/absentee, semi-absentee or owner-operator model
    2. What must the successful owner do?
    3. Is your concept a great match for the candidate?

# Why is the Candidate Experience Critical?

5. Set the tone for the franchise relationship
  - A. Open communication and transparency
  - B. Creativity in operations or “by the book”
  - C. Cooperative environment – everyone pulling in the same direction
  - D. Treat everyone with respect
  
6. Be a BRAND AMBASSADOR!





# What is important in Candidate Experience?

So, what should a great Candidate Experience include?

- No-expense-spared candidate packets?
- Some amazing Brand tagline?
- Flying candidates first-class with limo service?
- Sending gifts or flowers?



Survey results show:

- Ownership of the process
- Everyone on the same page
- Logical, meaningful process
- Executing the basics well
- Working with likeable people

are the most important factors.

# What is important in Candidate Experience?

1. Start with the “Why”, a la Simon Sinek

Don't just talk about your training and support, marketshare or ROI

- A. “Why” does your franchise exist?

Your cause or belief – customer experience, value, health, etc.

- B. “How” do you do what you do?

Differentiation – how is your product, service or experience better

- C. “What” does your franchise do?

Describe the actual product or service

Obviously, you have to ‘make the deals’, but take the steps you can to bring in only the best candidates, who will become the best franchisees

# What is important in Candidate Experience?

2. Target your optimal candidate
  - A. What skills, work experience, personality traits, financial strength, education, attitude and energy level will make owners excel
  - B. Will your training and coaching programs make up for any shortfall
  
3. Be very responsive to your candidates and consultants
  - A. FAST response to initial inquiry & any questions or requests



# What is important in Candidate Experience?

4. Build relationships
  - A. LISTEN TO THEM – Have them tell their story
  - B. Find things in common – People, hobbies, work, school, geography
  - C. Be open and sincere
  - D. Ask thought-provoking questions
  - E. Be warm and professional – not cold and impersonal



# What is important in Candidate Experience?

5. Entertain and educate your prospects
  - A. Provide as much financial and operational information as possible
  - B. Address any negative issues before franchisees or others do
  - C. Keep the process FUN!
  - D. Disqualify quickly and efficiently



I would rather entertain and hope that people learned something than educate people and hope they were entertained.

(Walt Disney)

# What is important in Candidate Experience?

6. Communicate and engage using the media they prefer
  - A. Social media
  - B. Telephone
  - C. Text messaging
  - D. E-mail
  - E. Videos and webinars
  - F. Brochures, product samples, etc.
  - G. In-person visits



# What is important in Candidate Experience?

7. How does the franchisor help?
  - A. Highlight the assistance that is most important to your franchisees
  - B. Funding resources
  - C. Site selection, lease negotiation and build-out
  - D. Training and support
  - E. Marketing
  - F. Hiring and training staff
  - G. Sharing 'Best Practices'



# What is important in Candidate Experience?

## 8. Have a 'buttoned up' process

- A. Inspires candidate confidence
- B. Teaches "Follow the System"
- C. Keeps the candidate moving efficiently
- D. Saves your time and resources
- E. Can/should you customize the process for the right candidates?
- F. Be open to questions at all stages
- G. Every step, gate or assignment must have value



# Website Excellence

1. Mobile ready
2. “Hot buttons” to attract your optimal candidates
3. Easy to request a call
4. Lots of information available
  - A. Keep candidates engaged
  - B. Candidates can self-select out
5. Demonstrate your Brand Culture
6. Highlight differentiators
7. Include Franchisee testimonials
8. Easy to request more information
9. Pictures and videos

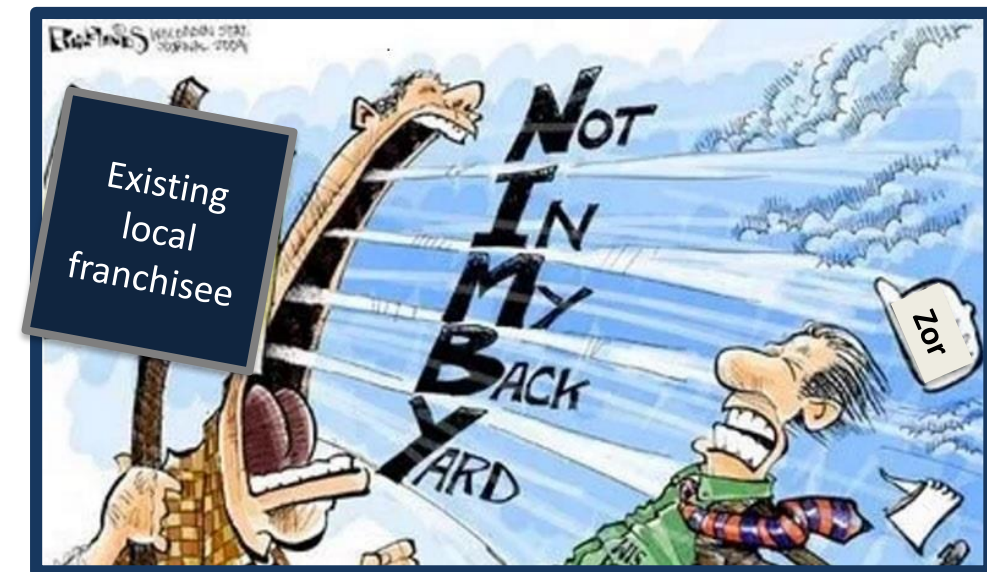
# Validation Best Practices

1. Coach candidates to maximize validation opportunities
  - A. What do they really want or need to know
  - B. Visit, call or e-mail?
  - C. How they should handle anomalies



# Validation Best Practices

2. Coach franchisees to have a voice in your approval process
  - A. Is the candidate prepared to make a good decision?
    1. Consider their knowledge, attitude and objectives
    2. Are their expectations realistic?
    3. Will this franchisee be a positive addition for the Brand?
  - B. Protect and promote the Brand
  - C. Be open and honest – but highlight the positives!
  - D. Go over “A day in the life...”
  - E. No “NIMBY”!



# Discovery Day events

1. Get to know your candidates!
  - A. Discuss their goals, expectations, potential exit strategy
  - B. Talk about their strengths and weaknesses
  - C. What will they need to succeed?
  - D. How do they interact with staff, servers at lunch, etc.
  
2. This is the peak of their excitement

**DISCOVERY DAY**

# Discovery Day events

3. Prepare candidates for the event
  - A. Easy travel planning
  - B. What to expect – agenda, etc.
  - C. What to bring or prepare
  - D. Set expectations for next steps & timing
4. “Wow” them with your Culture and Vision
5. Build confidence, excitement and urgency

# Go Above and Beyond!

1. Differentiate your concept vs. other concepts
  - A. Why are your franchisees happier or more successful?
  - B. Highlight the Lifestyle of franchisees or other positive factors
  - C. Help them visualize your plan for the Brand's future



# Go Above and Beyond!

2. Differentiate your franchise development process
  - A. What can you do differently than other FranDev professionals?
  - B. Have them interact with existing franchisees and/or support staff
  - C. Send Thank You cards, a hardcopy FDD, handwritten notes
  - D. KEEP IT FUN!
  
3. “Wow” them with business books illustrating your Brand Culture or philosophies or give local or Brand gifts

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# Questions?

