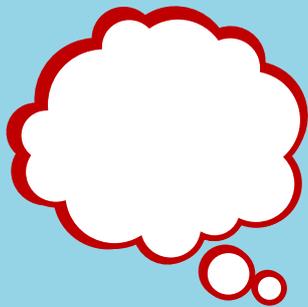




Franchise Recruitment Insights: Why do great candidates not sign up?

How much leakage is there from your franchise recruitment funnel?
If it's like most franchises we know, the problem is BIG and getting BIGGER.



Why don't interested franchise candidates go on to purchase?

- Inability to get finance?
- Lack of confidence?
- Not enough perceived profit?
- Negative publicity?
- Inadequate sales process?

What is it really costing you?

- The inability to attract high performing franchisees costing you tens of thousands of dollars each year and potentially hundreds of thousands in lost royalty revenues over the life of a franchise agreement.
- The waste in time and energy of your franchise recruitment team who have spent many hours working on the prospect just to have them drop out at the last minute.
- The loss in future potential and growth as potentially good candidates walk.

How can you wrestle back control?

The truth is conversations and awareness of why great candidates do not sign up is still a guessing game. What you need to do is CHANGE THE GAME. To make sure you have a clear line of sight to make data driven decisions that enable you to improve recruitment and retention.

How We Help

1

We interview those candidates who are a great fit for you, but have decided not to join your brand.

2

We get to the root cause as to why the decision not to buy was made.

3

We provide analysis, feedback and recommendations based on this research.

4

This analysis will enable you to tweak and improve the recruitment process.

This program is suitable for:

Any sized franchise organization needing to get crystal clear on their franchise recruitment processes and are committed to learning from “the ones that got away”. It’s suitable for franchise organisations driven to learn and improve based on insights from market intelligence.

We Deliver

- Clarity over why franchisees don't go ahead and purchase the franchise.
- Improved insight into your franchise recruitment activities.
- The truth behind potential franchisee decisions (and not relying on what they may be telling your franchise recruitment team).
- Improved fit.
- Accelerated positive results in recruitment activities.

The Real Benefits

Data driven insights and decisions.

Engagement with right fit candidates.

Quicker recognition of when not to pursue.

Informed marketing and recruitment strategies.

Greater return on investment in franchise acquisition activities.

Why FranchiseED

- Completely independent making the candidates more likely to relax and provide open and honest answers
- Many years of experience in commercial and marketing research in the franchise sector.
- The candidates can be anonymous so it's removed from the franchisors business.



Kerry Miles

Director, FranchiseED

Certified Franchise Executive

Kerry is at the forefront of understanding what it takes to create thriving franchises with a comprehensive perspective encompassing both the franchisor and franchisee. Shifting from 5 years owning a business within the franchise sector, to more than 10 years heading up Griffith University's Franchise Centre as General and Business Manager Kerry's work is unique and driven by maintaining an independent perspective. Her clients include large and small franchise organisations and not-for-profits looking to scale up their operations.

Let's have a conversation



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