

The Money Mailer Story



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Franchise Development Fundamentals

- Starts with understanding of business format franchising as...
- A strategic Partnership
- An interdependent relationship founded on TRUST
- To fulfill the goals of both zee and zor

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Franchise Development Fundamentals

- The Zor must have a compelling business proposition regarding...
- Income and asset appreciation
- Lifestyle choices

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How to recruit GREAT Franchisees

- It starts with people
- Customize the process
- Upgrade of Sales and Support
- The New Mandate

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It Starts with People

- Hired people with industry experience but were not successful with our concept
- “10 years of industry experience” really means 1 year experience repeated 10 times
- We needed a fresh perspective and approach
- Worked with some franchisees to learn something about our business
- Complete evaluation of our process and current franchise licensing staff

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Customize the Process

- The focus: educational vs. pure sales
- Candidates need to understand:
 - Our industry and our business
 - What a franchisee does on a day-to-day business
 - What it takes to be successful
- Changed emphasis from “sell the sizzle” to “understand the opportunity” and “qualify the candidate”
- Upgrade Franchise Licensing website to support new educational focus

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Upgrade Sales and Support

- Hired and trained Franchise Licensing Advisors with no industry experience
- They mastered new process
- Hired support personnel with focus on “taking care of the customer”
- A total commitment was made to: flawless execution of the process, instant follow up on all questions, and immediate problem solving without transferring a call

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The New Mandate

- New Franchisees that met our success profile
- Get to know the candidate
- Never be afraid to disqualify a candidate
- Determine if the candidate's values are consistent with ours
- **NEVER** deviate from the process

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Our Process: Steps to Success

Initial Evaluation

- Determine if candidate's background is appropriate
- Initial phone review of 5- 10 minutes
- Send initial information package
- Follow up with extensive 2nd interview to review information package
- Candidate then submits one-page Request for Consideration
- Candidate completes Kurlan sales aptitude profile

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Our Process: Steps to Success

Complete Validation

- Candidate receives list of franchisees with contact information
- List provided only to qualified candidates with approved Request for Consideration
- Candidates talk to 4-6 franchisees to determine “fit”
- Interview with Franchise Licensing Advisor to answer questions

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Our Process: Steps to Success

Schedule Discovery Day

- Candidate must first be pre-approved by Candidate Review Committee
- Candidate Review Committee comprised of 4 senior managers
- Candidate must satisfy all business and financial qualifications before Discovery Day
- A formal sign off procedure is executed for each candidate for Discovery Day

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Our Process: Steps to Success

Discovery Day

- An opportunity for candidate to see the operation and meet key managers
- Our opportunity to evaluate candidate and assess abilities
- Starts with plant tour of production facilities
- Candidate meets with all support departments
- One-on-one meetings with key members of senior management team
- Candidate sees and feels the Money Mailer passion
- Candidate learns our values and our strategy for the future: 95%+ close rate

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Our Process: Steps to Success

Generate Final Documents/Close the Deal

- Candidate Review Committee completes final approval
- 5 day final package is generated
- Virtual closing date is established
- Candidate signs agreement and prepares to attend training.

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Training and Development

- 4 Phase Training Program
- Phase 1: Six Days in Class
- Phase 2: On-line Training
- Phase 3: In the field
- Phase 4: Review and Transfer to FBC

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Training and Development

- Unlimited phone consultation
- On-line short courses
- Field Visits as Needed
- Quarterly Sales Meetings
- Annual Convention

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Training and Development

- Mentoring from Peers
- Concierge – Rewards and Recognition
- Two-Way communication

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Results-To-Date

- 40 – 60 New Zees Per Year
- Improved Retention Rates
- Circulation Growing 10 – 15% per year
- Income and Asset Values Rising

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QUESTIONS?

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