



# Franchise Program

## Module Four

# DEPLOY



## Module Four

### DEPLOY

**Develop the Franchisee and Franchisor Businesses**  
**Create Marketing Plans and Marketing Schedules for Franchisee**  
**Recruitment**  
**Franchisee Recruitment and Induction**  
**Manage the Franchise Business into the Future**

#### Introduction to Module Four

<b>Unit Twenty Three</b>	<b>Franchisee Recruitment and Marketing Guides</b> <b>G12 Franchisee Strategy</b> <b>G13 Franchisee Marketing Plan</b> <b>G14 Franchisee Marketing Schedule</b>
<b>Unit Twenty Four</b>	<b>Franchisee Recruitment Package Material Guides</b> <b>G15 Franchise Recruitment Package</b>
<b>Unit Twenty Five</b>	<b>Recruit Franchisees</b>
<b>Unit Twenty Six</b>	<b>Induct Your First Franchisee</b>
<b>Unit Twenty Seven</b>	<b>Ongoing Review</b>
<b>Unit Twenty Eight</b>	<b>Manage Your Franchise Into The Future</b>



## Module Four

### Guides and Supporting Material

<b>Unit Twenty Three</b>		
<b>Franchisee Recruitment and Marketing</b>	<b>Guides</b>	G12 Franchisee Recruitment Strategy
		G13 Franchise Recruitment Plan
		G14 Franchisee Marketing Schedule
	<b>Supporting Material</b>	SM23a: Brian discussing recruitment of franchisees in a Franchise Training Workshop
		SM23b: Greg Nathan, Franchise Relationships articles (franchisere relationships.com)
		SM23c: Franchise RadioShow 23, <i>Attract and select high performers</i> , with Craig Shott
		SM23d: Franchise RadioShow 3, <i>How to optimize the value of your franchise with regard to sales</i> , with Len Ferguson from Finn Franchise Brokers
		SM23e: Franchise RadioShow 39, <i>How to eliminate personal sales rejection forever and make more sales</i> , with Ari Galper
		SM23f: Franchise RadioShow 38, <i>Up your bottom line with velocity selling</i> , with Bob Urichuck
SM23g: Franchise RadioShow 24, <i>How to ensure your franchisees succeed</i> , with Fiona Stacey		
<b>Unit Twenty Four</b>		
<b>Franchisee Recruitment Package Material</b>	<b>Guides</b>	G15 Franchisee Recruitment Package
<b>Unit Twenty Five</b>		
<b>Recruit Franchisees</b>		
<b>Unit Twenty Six</b>		
<b>Induct Your First Franchisee</b>		
<b>Unit Twenty Seven</b>		
<b>Ongoing Review</b>		

Unit Twenty Eight		
<b>Manage Your Franchise Into The Future</b>	<b>Supporting Material</b>	SM28a: Franchise RadioShow 11, <i>Franchising and leadership</i> , with Catherine Palin-Brinkworth
		SM28b: Franchise RadioShow 28, <i>Inspiring leadership through story-telling</i> , with Tim Wise
		SM28c: Franchise RadioShow 13, <i>How to increase your profits dramatically with better leadership</i> , with Neil McGachey
		SM28d: Franchise RadioShow, <i>Fifteen near death experiences in small business and franchising</i> , with John O'Brien
		SM28e: Franchise RadioShow 17, <i>How to succeed in franchising in these tougher times</i> , with John O'Brien
		SM28f: Franchise RadioShow 18, <i>How to avoid disputes and keep focused on your business</i> , with Chris Whitelaw
		SM28g: Franchise RadioShow 47, <i>How to overcome your personal limitations – mindset is the key to your success</i> , with Paul Blackburn
		SM28h: Franchise RadioShow 35, <i>Exit Strategies, the uncensored truth</i> , with Kerry Boulton

## Some Terminology

Words are used in so many different ways in the franchise industry. Some are legally defined and others just in general use.

Before beginning it is useful to clarify the way we have adapted the legal terminology and why so you understand what we are talking about.

### Legal definitions

Legally, through the Franchise Code of Conduct and Franchise Agreement Template, the following terms are set.

**Franchise System** includes a business system in which a franchisor grants a franchise to a franchisee

**Franchised Business** is one franchise outlet

**The Manual or Operations Manual** is the franchisee operations manual and includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)

**Franchise Documentation** includes the Operations Manual and all the legal documents and anything else needed to conduct the Franchised Business

See the Appendix for a list of other terms commonly used in franchising.

### Franchise Simply definitions

I have extended these terms, however, because I consider it essential that you deal with both sides of a Franchise System, the franchised business operated by your franchisees and your franchisor business.

So...

The **Franchise System** is the whole franchise group consisting of the **franchisor business** and the **franchised businesses** operated by your franchisees.

The **franchisee outlet** or **franchised business** will have:

- a. **Franchisee Documentation** which includes:
  - i. The **legal documents** (Franchise Agreement and Disclosure Document and any associated legal docs)
  - ii. The **Franchisee Operations Manual** which includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)
- b. The **Franchised Business** (goodwill etc.)

The **franchisor business** will have:

- a. **Franchisor Documentation** which includes:
  - i. The legal documents (the franchisor is party to the franchise agreement) and any other legal documents which make up the brand etc.

The **Franchisor Operations Manual** which includes everything operational needed to run the franchised business, however crafted (audio-visual, graphic, text, software etc.)The **Franchisor Business** (goodwill etc.)





## Introduction to Module Four

In Module Four you will be deploying your franchise group.

You have built the franchise group through the previous three Modules and tested it through your pilot operations. Now is the time to start to recruit new franchisees to join your group.

This Module shows you how to conduct successful recruitment processes. Once your franchisees are in place you will induct them into your group and support them into the future.

I wish you all the best

