

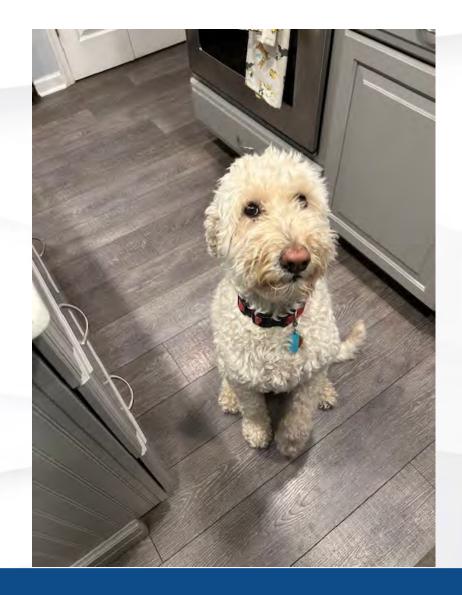






SealTheDealSalesCoaching.com

We are not empty nesters!







My Story







Why do people choose a specific franchise field?





What is the average failure rate for franchises?





Common results from a search on franchise sales?





How is sales training typically handled by franchisors?



Not All Franchisees Sell Effectively!

This is Mission Critical!

Who's monitoring what's working and not working?

Who helps challenged franchisees improve their sales skills?

Who teaches new franchisees to sell effectively from the start?



The Solution

Our program addresses these important sales needs to help franchisees succeed quickly.



Let's recap: You have made the leap into franchising

As a franchisee, you need a wide range of skills for success

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Do you have <u>all the</u>
<u>skills needed</u> for your
new business in your
wheelhouse?

3

Do you have the sales

skills necessary to

pay back your
investment and
thrive?
Who teaches you how
to convert leads to
sales?

3

Does your franchise system provide enough sales training to support your needs? Who helps challenged franchises improve their selling skills?

?

Who monitors what's working and provides access and coaching as needed

How can an on-going sales coaching program improve sales?



We help you Seal the Deal!

- We provide franchisees with <u>personal</u>, <u>customized and engaged sales coaching</u>
- Our high level of <u>accountability</u> ensures franchisees achieve desired results
- Our proven program has a <u>track record of</u> <u>success</u>
- When executed properly, the expected increase in sales means our program <u>pays for itself very</u> <u>quickly</u> and your revenues grow





Our Deliverables









Planning Session
We customize and
integrate our
program with your
brand, system needs,
and specific
requirements

Kickoff meeting

This is how we launch the training program, agree on dates, deliverables, and responsibilities

12-week Sales Coaching Program

- 8 sales training sessions
- Homework/follow-up assignments
- Help desk access for franchisees to support immediate sales opportunities
- Recognition and rewards for program completion
- Monthly status meeting/report with progress updates

Ongoing franchisee support,

- Continued access to sales tools, and help desk
- Monthly posttraining check-in meetings for 6 to 12 months



12 week curriculum includes:

- 8 Training Classes
- Help Desk Access
- Sales Tools

Training Session Topics

- 1. Ramp up activity leading to qualified clients.
- 2. <u>Effective meetings</u> that result in strong sales cycles.
- 3. <u>Creating proposals</u>, presentations and demonstrations
- Effectively <u>responding to common objections</u> and issues
- 5. Local / Digital Marketing / Social Media
- Customer Relationship Management (CRM)
- Strategic networking
- 8. Hiring, <u>onboarding</u>, managing, and training sales associates



We include Sales Tools that integrate with our Training Classes

- Sales Activity Report
- Sales Targeting Tool
- Pipeline Report
- Client Analysis Tools
- Social Media Evaluation
- Sales Meeting Planner







A No Brainer Investment Example

A small sales increase will pay for this program

Consider this "snapshot"...

When executed properly, the expected increase in sales ensures our program pays for itself very quickly

Average X Average sale = \$50,000 \$600,000 Per year

A 10%, monthly sales increase = \$55,000 per month Thus annual sales increase from \$600K to \$660K

Resulting in:

Annual Revenue growth of \$60,000

So...

If the cost of training is \$5,000, **a 1%** annual or less sales increase needed to break even. This program will pay for itself in one month!



Program Funding Sources

- Grand Opening Budget
- Training Budget
- Franchisor Support
- Ad Fund Allocation
- Franchisee Investment



Kudos to Christi for all design work!

95 MARKETING NORTH & DESIGN



Thank you /Q and AOur ask is a simple introduction to those we can help.

We specialize in industries where direct selling is paramount, including:





