



# We are not empty nesters!



My Story

# sales tips 101

SALES COACHING & WORKSHOPS



**SEAL  
THE DEAL**

*Improving Franchisee Selling Skills*

Questions



Why do people choose a specific franchise field?

Questions



What is the average failure rate for franchises?

Questions



Common results from a search on franchise sales?

Questions



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 Challenge**



**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*

?

Do you have all the skills needed for your new business in your wheelhouse?

?

Do you have the sales skills necessary to pay back your investment and thrive?

Who teaches you how to convert leads to sales?

?

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 **personal, customized and engaged sales coaching**
- Our high level of **accountability** ensures franchisees achieve desired results
- Our proven program has a **track record of success**
- When executed properly, the expected increase in sales means our program **pays for itself very quickly** 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 post-training 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. Effective meetings that result in strong sales cycles.
3. Creating proposals, presentations and demonstrations
4. Effectively responding to common objections and issues
5. Local /Digital Marketing/Social Media
6. Customer Relationship Management (CRM)
7. Strategic networking
8. Hiring, onboarding, 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

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

Consider this “snapshot”...

$$\begin{array}{l} \text{Average} \\ \text{10 sales per month} \end{array} \times \begin{array}{l} \text{Average sale} \\ \text{is } \$5,000 \end{array} = \begin{array}{l} \$50,000 \\ \text{per month} \end{array} \quad \begin{array}{l} \$600,000 \\ \text{Per year} \end{array}$$

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!**

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



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



Home Services



Travel



Beauty, Health,  
and Fitness



Senior Care



Cleaning



Education



Printing, Copying  
and Tech



Real Estate  
and Housing



Automotive



Business Services



and more



Catering