Franchising
Building the future together
INTERNATIONAL SUMMIT

Franchisee Recruiting:
Identifying the Right International Partner

51st ANNUAL CONVENTION
February 13 – 16, 2011 | Las Vegas, NV
MODERATOR: TOM PORTESY
PRESIDENT, MFV EXPOSITIONS

- Trade Show Organizer
- Franchise Industry
- Owns and/or Represents 10 Franchise Events Around the World
- 17 Franchise Lead Generation Websites in 12 Countries
WHAT TO CONSIDER WHEN CHOOSING EXPERT SPEAKERS

1. True Life Experience
2. Great Deal of Success
3. Understand Available Resources
4. Actually Have Used and/or Provided Most Resources that are Available
EXPERT SPEAKERS:

• Tony Foley, President, United Franchise Group Services.

• Kristin Houston, Senior International Trade Specialist and Commercial Service Global Franchise Team Leader, U.S. Department of Commerce
TONY FOLEY
PRESIDENT, UNITED FRANCHISE GROUP SERVICES

• 25 years experience
• Successfully developed 6 brands
  SIGN A RAMA, EMBROIDME, Plan Ahead Events, Billboard Connection, Post Net, Planet Beach,
• Responsible for 32 master licenses sold
• Developed in 55 countries
• Currently represents 7 franchises worldwide
• Mistakes Made...  You Bet!
KIRSTIN HOUSTON
SENIOR INTERNATIONAL TRADE SPECIALIST AND COMMERCIAL SERVICE GLOBAL FRANCHISE TEAM LEADER, U.S. DEPARTMENT OF COMMERCE

• 11 years experience with Department of Commerce
• Working with Franchise Industry for 6 years
• Helped develop more than 200 Gold Keys
• Works with Commerce Professionals in 84 countries on behalf of U.S. Franchisors
• The CS Franchise Team assisted in excess of 100 export successes, in 37 countries in 2009/2010
SESSION TOPICS

• Develop Your Recruitment Plan
• Profile Your Ideal Master Franchisee
• Where to Find International Leads
• Qualifying the Lead and Moving the Deal Along
• Q & A
Assumption - Company Buy-In is in place, Markets are selected and Budgets are in Place .... Now what?

- Where to start developing, consider: English Speaking Countries:
  i.e., Australia, UK, Ireland, Canada, South Africa, New Zealand
- Develop your International Sales Materials & Tools - “Think Globally”
- Budget of Money and Time
- Learn about the countries
- Diversity of Market Considerations – How to break up territories – Master License, Regional Development, Single Unit
  i.e, Brazil, India, China
PROFILE YOUR IDEAL MASTER FRANCHISEE

A well Qualified Franchisee is The Key To Success!

- Business Acumen/Management experience and background
- Capital – Financial management resources to commit to a new project
- Political Connections
- Access to Real Estate
- Willingness to work within a Franchise System
- Experience as a Licensee or Franchisor/Franchisee a plus
- Ability to set up a management team that can function professionally in English language *(keep in mind master and staff will have to be trained by you!)*
- A similar business or industry
- Background Checks and References
- Shares the companies long term vision
WHERE TO FIND INTERNATIONAL LEADS

- In Market Visits
  - U. S. Commercial Service – Gold Key Programs
- Franchise Association Events and Trade Missions
- Word of Mouth, Domestic Franchisee Referrals – *Put a Program in Place*
- Vendor/Supplier Referrals
- Internet Franchise Portals
- Company Website
- Newspaper / Magazines
- Industry Exhibitions & Trade Shows
- In Country Business Network, American Chamber of Commerce, Foreign Industry Association
- Brokers and Consultants
- Mailing Campaign
- Newspaper/Magazines
- Industry Specific
- Existing Master Owners of other concepts
- Set up Meetings with Good Potential Candidates!
QUALIFYING THE LEAD & MOVING THE DEAL ALONG

• Qualifying Further
  – Profile Application and CV Received on all partners
  – Contacting references
  – U.S. Commercial Service / Embassy Due Diligence Programs
  – Private Investigation Firms
  – Background Check
  – Leverage existing vendor relationships
  – In-Country Legal Representation

• Moving the Deal
  – In Country Visit
  – Discovery Day visits, more than a day
  – Proposed business plan submitted by Master candidate for mutual review
  – Securing Deposit
  – Deposit partially refundable and used towards franchise fee
  – Demographics
  – Flagship Store – Site Selection
  – Establishing Vendors and Suppliers
  – Training Dates agreed upon/timeline
  – Master License Agreement Signed!
  – Opening of Flagship
CONTACT INFORMATION

• Tom Portesy – tportesy@mfvexpo.com
  • Ph: 201-226-1130

• Kristin Houston – Kristin.houston@trade.gov
  • Ph: 949-660-7103

• Tony Foley – tfoley@ufgcorp.com
  • Ph: 561-868-1358
Franchising
Building local businesses, one opportunity at a time.