

**Referrals:**

## **BUSINESS CHARACTERISTICS**

1. What characteristics of a business (#/type of employees, venue, industry, hours) are important to you?
  
2. Your Sales skills/willingness?
  - Passive Retail
  - Active Retail
  - Active Retail with Outbound
  - Inbound Sales
  - Referral Partner Sales
  - Networking-Warm Calling
  - Cold Calling
  - Hire a Sales Person
  
3. Your Role: Select 1 or several
  - Owner Operator...no employees
  - You Manage employees
  - You manage the manager (single or multi units)
  - Semi-absentee from the beginning
  
4. Which business model(s) appeal to you? Select 1 or several
  - Single unit
  - Multiple units
  - Area Developer or Master Franchise
  
5. Do you prefer to be located in: Select 1 or several
  - Store
  - Office
  - Home office,
  - Industrial park
  - Mobile business
  
6. Are there certain categories of business that no matter how profitable, just don't appeal to you? Functional Passion?

**Goals**

1. What are your business goals, that is, what will being a business owner do for you?
  
2. Describe your 5-year homerun (what would your lifestyle look like in five years from today if you're business did really well)?
  
3. How will business ownership help you reach your personal goals? What are a few of your personal goals?
  
4. Retirement: When do you want to retire? What would be your ideal Exit Strategy?
  
5. On a scale of 1 to 10, how important is the resale value of your business?

**Business Goals**

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**Personal Goals**

What's important for you to have in a business?  
Success – Fulfillment – Flexibility – Independence  
Control – Fin Security – No Layoffs - Money

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| <p><b><u>General questions about franchising?</u></b><br/> Over 3100 in 80 industries<br/> Our inventory ~90</p> <p>Federal Disclosure Document<br/> 23 items in index<br/> Tool to do due diligence</p> <p>2 Fees in franchising<br/> Initial one-time franchise fee / Royalty</p>   | <p>Questions about the Presentation? Franchising?<br/> Process?</p> |
| <p><b><u>Timing</u></b></p> <p>1. For the next 30-90 days are you available to invest 10-20 hours/week on due diligence and research? If not, how much time will be available per week? What time factors do we need to be aware of that may cause interruptions to your research? (Going on vacation? Moving?)</p> <p>2. What timeline have you set for making a decision? What is the earliest you would want to open a business? The latest?</p> <p><b><i>This is important in order that we assist you to get the data you need to honor your desired timeline.</i></b></p> | <p><b>Commitment to be in Business: _____</b></p>                   |

-What core skills do you want to leverage in your own business?

-What does your spouse think of all this?

-When would you like to be in business?

-Where would you like your business to be located?

-How much are you looking to invest? Where do you see the funds coming from?

Are you comfortable and willing to take the next steps based on our conversation today and set-up a meeting with you and your spouse to build your business model?

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**Meta programs:** Look for clues in what they have written answers to, look for syntax where they repeat, sometimes hidden in the answers. Need to show the client you are listening.

**Toward:** Focus on goals, motivated to have, get, achieve and attain. Good at managing priorities. Where are you going? What do you want in a business?

**Away From:** people notice what should be avoided, good at trouble shooting, easily distracted by problems. What are they moving away from?

**External:** Need outside direction to be motivated, need feedback to know how well they are doing. Insecure, welcomes critique,

**Internal:** Own standards, difficult to supervise, will gather information from outside sources, will assess information based on own standards.

**Procedural:** follow set rules, process and systems, they will repeat systems over and over. Need a clearly defined method of research. Two choices, quicker to decision, which one is best, need to understand their process to help them reach a decision.

**Optional:** Possibility to do it another way, enjoy bending the rules, love to explore new ideas. Likes many options, slow to decision, continues to look, is there a better one. How will they know when they have seen options? Need to know their priorities.

**Global:** Big Picture, likes to strategize, means to an end

**Specific:** Details are important, checks and balances, doing it right, planners and organizers.

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**Communication Style:** Make sure you are using these phrases when explaining the business

**Visual:** It appears to me, message is crystal clear, get the big picture, need to see what we mean.

**Auditory:** I'm all ears, keep talking, sounds good, can you hear what I am saying?

**Kinesthetic:** Need Concrete evidence, how does it make you feel, if we do that can we turn the business around

**Digital:** need to chart our progress, need to consider the alternatives, what criteria are you using?

Need to always show you are listening to the client! Ask client what does the solution look like?