**Cheat Sheet on How to Pitch for** **Franchisors**



*What topics should you prepare to discuss with FranNet consultants?*

* Company
* Years in business? Years Franchising?
* Number of Franchise Owners
* Investment
* Semi Passive? If Yes does it validate this way, how many owners?
* If "yes" to semi-passive - do you have owners who started semi-passive while holding down a demanding job and still made it work and will validate that it can be done?
* Item 19?
* Special licensing requirements?
* Registration State Filing?
* Day in life of owner – top 3 things the owners will be required to do
* What is your discovery process with candidates?
* What can we do to help you with candidates?
* What are the top three channels for driving leads/customers - how much is spend versus boots on the ground?
* Staff - size and type - please describe

[37-minute recording](http://webinars.frannetsecure.com/GMT20210929-170100_Recording_1760x900.mp4) of training call reviewing how to pitch (at FranNet Speed Meetings, Frick and Frack, and beyond).

[Survey results](https://docs.google.com/spreadsheets/d/1TaIQUl4-mFA2hIPGn47zCr97fkXNOPnKsGvZA3lQWZU/edit?usp=sharing) from polling FranNet Consultants on what they need to know to make the best referrals possible!



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