



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

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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 !*

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KRISTIN 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

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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

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DEVELOP YOUR *STRATEGIC* RECRUITMENT PLAN



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

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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

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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 !

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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

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CONTACT INFORMATION



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Building local businesses,
one **opportunity** at a time.