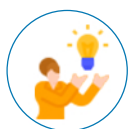


THE ULTIMATE SUPPLIER CHECKLIST FOR TARGETING AND WINNING THE FRANCHISE MARKET



Establish specific franchise sales goals and strategy

- Understand how invested your company is in targeting franchising
- Evaluate your bandwidth what is your marketing and sales teams' capacity to focus efforts on the franchise market?
- Dedicate sales and marketing resources to meet those goals
- Have the commitment of all levels of your organization (execs on down)



Immerse yourself in the franchising community

- Learn more about franchising- understand the franchise business model (subscribe to Franchise Update, Franchise Times)
- Become an active supplier member in the IFA and their events
- Get to know the franchise community in your area (Join your local Franchise Business Networks (FBN))
- Have discovery conversations with other suppliers and franchisors
 - With other SUPPLIERS: Explore potentially advantageous supplier connections and learn from their experiences
 - With FRANCHISORS: begin building relationships with franchisors and gather first hand insight on their needs, challenges, goals etc.



Analyze your current franchise buyers (if you have any) and how to speak their language. Franchisors like feeling that their suppliers fully understand the intricacies and uniqueness of franchising

- Know how your solution fits in the franchise environment (needs, goals, challenges) knowing the needs of one does not mean you know the needs of all.
 - Research how the market uses your solution currently
 - What does the competitive environment look like (often the franchise space has a different set of strong competitors than what you would see in the non-franchise space) you might not see the same competitors you usually see
 - Market acceptance testing
- Know who could find value in your solution. "Every Franchise could use this" does not mean every franchise will buy.
 - Define your ideal franchise targets
- Create a buyers persona that identifies characteristics of targets that would find value in your solution
 - Map out their buying journey
 - Identify buying triggers and how your solution is evaluated by this target group
- Have a franchise specific product or package- franchising is so unique it is hard to find a solution that would not need a differentiated offering for franchising



Create a Franchise Centric Sales and Marketing Strategy

- Identify and create franchise-sticky content for marketing to use in messaging
- Have a dedicated franchise landing page
- Know who to contact based on the buyers persona
 - Identify who the decision makers are for each of your targeted systems
 - Profile high-value franchisees
 - Profile high-value franchisors
 - Understand how they purchase solutions
 - Who is paying for your solution