

13th Annual

2011 FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE



READY.
SET.
GROW!

InterContinental
Buckhead

ATLANTA

Qualifying and Closing More Franchise Deals

Joe Mathews, Founding Partner, Franchise Performance Group

Amit Kleinberger, CEO, Menchie's

Brian Sommers, Franchise Development, Jersey Mike's Subs

Debbie Shwetz, Co-Founder, Nothing Bundt Cakes

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Sponsor

Mulcahy LLP

*A firm approach to franchise
& distribution law.*

Founded 2001, Mulcahy LLP counsels national clients on all aspects of franchise and distribution law with an eye towards minimizing litigation risk. With two former General Counsels of major franchise and distribution corporations in the firm, sound business experience assures that our clients get their issues resolved with a focus on the business perspective.

READY. SET. **GROW!**

What will it take to create a breakthrough?

Lead Generation

What are your most productive sources of leads?
How has your lead generation strategy evolved?
How do you tell your story on the web?

Joe Mathews, Founding Partner,
Franchise Performance Group

Recruitment Process

What is your value proposition as a franchise?
Technology: CRM how do you use it?
Behavior Profiling
Discovery Day

Amit Kleinberger, CEO,
Menchie's

Recruiters

Who does your recruiting?
How are recruiters compensated?
What results do you expect of them?
What separates the top from the bottom?

Brian Sommers, Franchise
Development, Jersey Mike's Subs

Financing

Debbie Shwetz, Co-Founder,
Nothing Bundt Cakes

READY. SET. **GROW!**

Thank you.

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