

FRANCHISE

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LEADERSHIP & DEVELOPMENT

CONFERENCE

SEPTEMBER 23-25, 2009

THE DRAKE HOTEL, CHICAGO

Thursday, September 24, 4:15 – 5:15pm

Sales Track:

Optimizing Discovery Day and Closing Today's Cautious Buyers

Program Leaders:

Nikki Sells, Tasti D-Lite

Brian Spindel, PostNet International Franchise Corporation

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Optimizing Discovery Day and Closing Today's Cautious Buyers

Nikki Sells **Brian Spindel**
Tasti D-Lite **PostNet**

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For Discussion...

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Closing in a difficult environment

- What unique challenges are you running into?
- What specific solutions have you found?
- Are you doing anything different in your selling process than you were 2 years ago?

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Closing in a difficult environment

- Why were those changes made?
 - Today's environment?
 - Natural evolution of your process?
- Have the changes been effective?

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Impact of technology

- Are you using any new technology related to selling?
- Are you communicating with candidates any differently?
- Have you made changes or improvements in your franchising website?
- What are the results?



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Discovery Day practices

- How do you extend a Discovery Day invitation to a candidate?
- When in your process does DD happen?
- Do you have individual or group DD's?
- How long is your DD?



Discovery Day



- Do you close during DD? Why or why not?
- Have you found that anything about DD's has changed in the past few years?
- Has your approach to DD's changed based on today's environment?



Questions



and

Answers

