

FRANCHISE SELECTION

At the forefront of Franchisee Recruitment

With over 19 years in the franchise industry, Kevin Bugeja is well placed to truly understand the importance of recruiting the right franchisee.

“At Franchise Selection we are leaders in franchise recruitment,” says Kevin. “It’s one of the most vital decisions in franchising and a process that, if done right, leads to positive outcomes for both the franchisee and the franchisor. Few would argue with the claim that the success of a franchise operation is determined largely by the quality of the franchisees selected for the business,” said Kevin.

“With experience as both a franchisee and a franchisor, my career in franchising has enabled me to have the understanding and empathy for both sides of the coin,” he said.

“One of the biggest insights I’ve had during my career is that franchisors are sometimes too close to the matter at hand to be able to make an objective decision. When a potential franchisee

is sitting in front of them, large cheque in hand, it can become easy to overlook attributes in the applicant which may not be desirable or appropriate for that particular franchise system,” he says.

“By outsourcing the task of franchise recruitment, the franchisor can ensure objectivity, and gains the expertise of franchise recruitment specialists who aim to find the person with the right ‘fit’ every time.”

At Franchise Selection the goal is simple: a commitment to consulting, designing and implementing a truly successful recruitment strategy that offers real value and return on investment, whilst delivering a motivated franchisee that meets the defined Key Performance Indicators required by the franchisor.

TANGIBLE BENEFITS

Operating nationally, and with many of franchising’s best known brands as clients;

Franchise Selection is leading the way in franchisee selection in Australia. Clients are provided with an unparalleled solution tailored to present sustainable, tangible benefits including:

- Increased franchise sales;
- Increased turnover in the franchise;
- A better-qualified franchisee;
- A superior relationship between you and your franchisee.

Franchise Selection provides prospective franchisees an opportunity to select from many of Australia’s best franchise systems and is able to share potential franchisees that did not qualify for their initial franchise enquiry due to insufficient funding or profile that may be suited to other systems. This exposes all clients to more applicants without additional advertising or cost.

“Also, being independent of the franchise companies that we are recruiting for, the applicants understand that they need to qualify

for the franchise that they are interested in and they are not just buying it. They are selected for it by us and granted approval by the franchisor to purchase the business,” said Kevin.

Kevin says that even though Franchise Selection conducts the franchisee recruitment, the franchisor is still a major part of the process, and regular communication is conducted.

“Industry statistics shows on average an 80 per cent success rate for new franchisees. Whilst that sounds great, that’s still 20 per cent of franchisees potentially losing their homes and livelihoods from the unsuccessful venture,” said Kevin.

Good franchisee recruitment can improve this statistic. Using the same parameters of success, franchisees recruited by Franchise Selection have a 96 - 98 per cent chance of success.

“It’s the responsibility of franchisors to do the right thing by their franchisees. Selecting the right franchisee is the first step, and success for both parties is likely to follow,” said Kevin.

LEAD GENERATION

The evolution of Franchise Selection has led the company to build a comprehensive CRM system compiling valuable data to assist lead generation.

“Franchise Selection operates at the forefront of franchising,” said Kevin. “We know what works when it comes to attracting potential franchisees. We understand media, and we understand the market.”

With this in mind, the online CRM system allows a monthly report to be generated showing how many enquiries have been received, through

which medium they were generated, and establishes return on \$ invested.

“One of the biggest challenges for franchisors currently is franchisee lead generation. In recent times there has been an explosion in the number of media channels that can be utilised to target potential franchisees – this makes finding the correct marketing mix both difficult and often costly, says Kevin.

“At Franchise Selection our team has over 30 years media lead generation experience. We are able to create a lead generation report based upon your specific requirements.

“Through this tool, we can clearly establish which method of advertising is most beneficial and advise our clients on the best way to proceed for lead generation.”

FRANCHISE RECRUITMENT TRAINING

Franchise recruitment training is also offered by Franchise Selection and is popular with smaller firms or to franchisors who wish to maintain their recruitment of their franchisee in-house.

“You know the old saying ‘if you hand someone a fish you feed them for a day if you teach them how to fish you feed them for life’” said Kevin.

“Well that’s the aim of our franchise recruitment training.

“Over the years we have been engaged by many of our franchisors that had been doing their own in-house franchisee recruitment and then decided to outsource it. It did not surprise me to find that many had achieved unsatisfactory results nor had processes that were code compliant.

“As a franchisor you are in the business of what you do best, running your business in the industry you know best and that is why you became successful. So how do you learn how to become an expert in franchisee recruitment? That’s where we can help,” said Kevin.

Franchise Selection’s franchise recruitment training program is comprehensive and detailed and also provides the option of ongoing mentoring to ensure the process remains compliant and effective.

“Though tapping into our systems and process’, these clients can tailor our world’s best practice to suit their individual needs,” said Kevin.

SUCCESS STORIES

“We’re proud to have our name associated with some of Australia’s biggest brands,” says Kevin. “It’s also fantastic to know that we have assisted in building successful new franchise systems.

“The Cupcake Bakery joined us with two franchisees. In the past twelve months, this has increased to over 40 franchisees, and we’re expecting to see them place in the top ten in BRW’s list of fastest growing franchises,” Kevin said.

“It’s a real thrill to see this kind of success from our clients.”

If you’d like to learn more about how Franchise Selection can help your franchise system achieve success contact:

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