



# Franchise Field Support Visit Training

Move 'em on up!

**FRANCHIZE**  
CONSULTANTS

Franchise Training  
Centre Series

Franchise Consultants (NZ) Ltd, Suite 4, Level 1, 27 Gillies Ave,  
Newmarket, PO Box 9538, Newmarket, Auckland  
Phone (09) 523 3858, Fax (09) 520 0387 [www.franchise.biz](http://www.franchise.biz)

## Franchise Field Support Visit Training

- Effective field support visits have a dramatic impact on the health, performance and profitability of a franchise system. This field visit training programme for field representatives and franchisor executives provides powerful insights into the role of field visits and how they should be performed effectively. Importantly you will also gain knowledge on the background franchise infrastructure required in order to provide effective field visits, including available tools and how to use them.

### Core content

- Franchise field visits in context
- Why field visits are important
- The many roles of a Field Support Representative
- Understanding the franchisor-franchisee relationship lifecycle
- The multi-stage field visit process
- Do's and don'ts of field visits
- Required franchisor infrastructure, including the field representative's tool box
- Getting the most out of your field visits
- Case studies and examples

### Benefits

- Understand the various roles and responsibilities of the Field Support Representative
- Appreciate the various skills, attributes and qualities needed to fulfill the Field Support Representative role effectively
- Know what 'Tools' Field Support Representatives have at their disposal, and how and when to use them
- Gain insight into how to manage and monitor the performance of Field Support Representatives
- Conduct more in-depth and productive Field Visits & Franchisee Performance Reviews
- Have a better understanding of the franchising culture and franchisor-franchisee relationship dynamics
- Understand the wider supporting infrastructure required to build an effective Franchise Field Support Visit program
- Networking with other like-minded franchise executives

What are field visits?  
What should a Field Support Representative do? And how does this fit into overall franchise system management?

Learn the core roles associated with providing comprehensive franchise field support. Gain the knowledge, skills and attitude required for providing effective franchise field visits.



## Presenters

The training day will be led by Donna Ferrall and Callum Floyd

### Donna Ferrall



Donna has over 25 years of operational experience in franchising, working with major fast food franchises, McDonalds and Subway in a wide variety of roles (e.g., Restaurant Manager, Field Consultant, Business Consultant, Operations Manager). Donna played an important part in the development of the Subway Franchise Support Office in New Zealand, including building the field support team from scratch. She also planned, prepared and delivered training classes on franchise owner and staff management.

### Dr Callum Floyd



Callum has substantial franchising and related knowledge gained from completing both Master of Commerce (with 1st class honors) and Doctor of Philosophy (PhD) qualifications researching franchising. Callum has led franchise development projects across a range of business sectors involving leading local and international organisations.

## Developing the skills and knowledge for successful franchise system management

#### Next step

To register your interest or request further information please contact Franchise Consultants on (09) 523 3858.

#### Time and date

Date: Thursday, 1st December 2011 (1 day training)

Time: 9am – 5pm

#### Venue

Royal New Zealand Yacht Squadron

101 Curran Street

Westhaven

Auckland

#### Package Details

Registration Fee: \$395 + GST per person  
(registration includes morning tea, lunch and afternoon tea)



## Franchise Training Centre forthcoming sessions

- Franchise field support visits
- Managing a franchise system
- Franchising a business
- Buying a franchise



For more information Call Franchise Consultants (09) 523 3858 or visit [www.franchise.biz](http://www.franchise.biz)



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