

LEARN HOW TO FRANCHISE YOUR BUSINESS FROM FRANCHISE PROFESSIONALS

THURSDAY, DEC. 10

Five Houston Center
1401 McKinney Street
19th Floor

8:00 a.m. - 12:30 p.m.

Breakfast is included

**Industry Experts Share
Their Experience
Working with Hundreds
of Franchise Systems**



Wayne Bunch

Partner/Jackson Walker L.L.P.



Bob Gappa, CFE

CEO/Management 2000

Choosing the Franchise Model as a Strategy to Successfully Grow Your Business:

- ★ What is Franchising
- ★ Why a Company Chooses to Franchise
- ★ Steps to Franchise Your Business
- ★ Components to a Successful Franchise System

**The seminar will cover the following topics
related to developing a franchise program:**

FROM AN OPERATIONAL PERSPECTIVE:

- Preparation of a Franchise Business Plan & Financial Model
- Developing Uniform Operational Systems
- Development of Franchise Operations Manuals
- Development of a Franchise Training Program
- Preparation of a Franchise Development System
- Creating a Positive Franchisor and Franchisee Relationship

FROM A LEGAL PERSPECTIVE:

- The Legal Definition of a Franchise
- Federal & State Law Compliance Issues
- What is a Franchise Disclosure Document or FDD?
- Franchise Registration and Filing Requirements
- The Most Utilized Franchising Structures

REGISTER TODAY!
COMPLIMENTARY PROGRAM

email JBURGIN@JW.COM
or call 713-752-4403



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HOW TO IMPROVE YOUR FRANCHISE SALES RESULTS AND SIGN MORE FRANCHISE AGREEMENTS!

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**This workshop will provide value to
Franchisors, Master Franchisees,
Regional Developers, and
Franchise Sales Management.**

Franchise Sales, Strategies, Tactics, and Tools that Maximize Results!

- "Franchise Recruitment" Best Practices
- Increase Lead Generation & Candidate Quality
- Manage Your Sales Process More Effectively
- Increase Lead to Deal Ratios
- Leverage Technology for Greater Results
- Stop Wasting Time on Un-Qualified Candidates

Franchisee Disclosure Rules Under the Amended FTC Franchise Rule

- Proper disclosure procedures in franchise sales situations from the most simple to the most complex
- Developing a comprehensive franchise compliance program

Leave the Workshop with 10-20 ideas on "How To Improve Your Results And Sign More Franchise Agreements!" In addition to improving your results by using a "systems" approach, franchise sales will be increased even more using the strategies, tactics, and tools discussed during the Workshop.

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