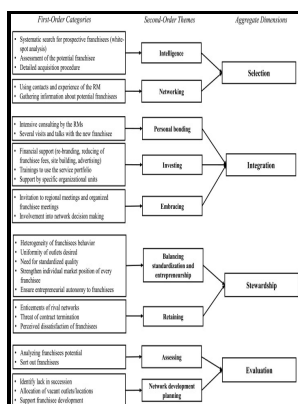


Franchising - a planning and sales compliance guide

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Description: -

- Franchises (Retail trade) -- Law and legislation -- United States.

Franchising - a planning and sales compliance guide

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Notes: Includes index.

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The Benefits of the Franchise Model

FABs were traditionally identified and by the company and handed by the training department to the sales people, who rarely thought much about developing them.

The Benefits of the Franchise Model

No, licensing is not an alternative to franchising. The problem with USPs and FABs is that they are largely formulated from the seller's perspective; they stem from product features after all.

The Benefits of the Franchise Model

The reason is simple: everything you will do as a franchisor — from franchising your business to selling franchises — is regulated by federal and state franchise laws and requires extensive coordination and integration into your FDD and the agreements between you and your franchisees. .

Advantages and disadvantages of franchising your business

However you should be aware that franchising is not suitable for every business. When the sales person moves the dialogue with the prospect into this area then the sale takes on a completely different complexion; it completely transcends and surpasses any benefits, USPs or UPBs, that other sales people might be discussing. Franchising is regulated and requires compliance with.

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