

Chapter 5:

WORKSHEET: Business Systems Assessment

As you narrow down the list of franchise concepts that might be a good match for your needs, strengths, and weaknesses, you'll find the next step is looking beyond just what a franchise does and how it looks to try to get a better sense of its systems. This worksheet can help you make an assessment of any franchise's general qualities in just a few quick minutes. Not all the answers here should be "yes" or "no," as some things are a matter of personal preference and comfort level, but if you make a note or 2 about each of these points as you're getting your first impression of each franchisor, you'll have a handy summary to refer to as needed.

SYSTEMS ASSESSMENT. FRANCHISOR NAME:		
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SYSTEM		
Organization	Are you impressed by the franchisor's efficiency and comprehensive systems for every aspect of its business?	
Consistency	Does the franchisor provide its product or service in a way that can be replicated in nearly every way in each new unit?	
Training	Does your initial look at the company suggest they have a comprehensive training program?	
Reputation	Does the company have a respected reputation? Almost every company has negative comments about it somewhere in cyberspace, but is the company's image predominantly positive?	
Image	Do you feel comfortable and compatible with the image the franchisor presents? Are they a good fit for you and vice versa?	
Size	Is the franchisor's organization a good fit for you? Not too big and not too small, but a size you feel you can handle?	
History	Has the franchisor paid its dues and earned a reputation and brand recognition through its longevity? Or is it new and up-and-coming? If it's new, has it been vetted by a respected and experienced franchise consultant or consultancy group?	

Communication	Does the franchisor clearly articulate its goals and plans and offer an accessible, responsive first impression?	
Look and Feel	When you experience an outlet of or service from this franchisor, what do your senses and your gut tell you? Is this something you want to be a part of for the long term?	

Want to learn more about comparing franchise business systems?

Let's talk about it.

E-mail me at _____ or call _____.

Pete Gilfillan

Franchise Consultant and Author of *HIRE YOURSELF*

Chapter 5:

WORKSHEET: Training and Support Assessment

Good training is the key to many a franchisor's success, and as you narrow your focus to fewer and fewer companies and concepts, you'll want to have a good comparison of each candidate's programs. Some of this information will be easily accessible, but some may not be available to you until further along in the process. As you encounter this information, keep notes on the quantity and quality of training each company offers.

TRAINING NOTES	FRANCHISOR #1	FRANCHISOR #2	FRANCHISOR #3
First Impressions			
Initial Hours of Training offered Franchisee			
--in Classroom			

--on Site			
--Computer-Based			
Initial Hours of Training Offered Employees			
--in Classroom			
--on Site			
-- Computer-Based			
Is Training Provided On Site During Launch?			
Who conducts training and what qualifies him/her?			
Is the franchisee assessed for readiness/comprehension after training?			
What kind of ongoing training is provided after launch?			
Is training provided for new/future employees?			
Is training covered by the franchise fee?			

Want to learn more about comparing franchise training programs?

Let's talk about it.

E-mail me at _____ or call _____.

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