

## **Making Your Discovery Day a Success**

Below are some good tips related to Discovery Day, sometimes referred to as Meet the Team Day. After all the work you've completed, don't let the opportunity slip through your hands because of inadequate preparation for your Discovery Day.

**Are you ready to attend a Discovery Day?** You should be in the middle of "Stage 5 validation calls with franchisees" when you book a Discovery Day. You should be thinking, "this is the one". The franchisor will want you to be able to make a "go or no go" decision within a few days of attending a Discovery Day, so make sure you have completed critical due diligence before booking a Discovery Day.

**Dress to impress.** Remember, you are there to sell yourself. You will want to look professional. In this day of *business casual* attire, you may not need to wear a suit and tie (or the female equivalent), but you will want to look polished.

**Be likable.** A franchise network is like a family where the franchisees of a system form a valuable peer group. A franchisor takes this into account when awarding franchises. Be personable, professional, enthusiastic and outgoing. Maintain eye contact when speaking and ask questions that show your interest and knowledge of the brand. Be a good listener. Remember that not everyone is interested in every idea that pops into your head; however, everyone is interested in having you listen to their ideas.

Dale Carnegie, who wrote *How to Win Friends and Influence People*, suggested using the following six methods to come across as likeable:

1. Become genuinely interested in other people. Turn off all electronic devices unless you are using them to take notes.
2. Smile often. People are attracted to people with a positive attitude (happy people).
3. People like the sound of their own name. "Pleased to meet you, Rob."
4. Be a good listener. Eye contact, nod and smile, no yawning.
5. Talk in terms of the other person's interest.
6. Make the other person feel important and do it sincerely. "Jen, I appreciate all the time and support you have provided me. I wouldn't be here without you."

**Have industry knowledge.** Demonstrate basic knowledge and understanding of the franchisor's business. This shows you have done your homework.

**Show you can follow a system.** Franchisors are **NOT** looking for someone who will reinvent the business. This is a red flag. Don't tell the franchisor that you plan to deviate from their tried and proven system. Do tell them that you are impressed with how thoroughly they've documented each and every step and that you plan to follow their recipe.

**Demonstrate your business savvy.** Be prepared to discuss your past business experiences, particularly as they will relate to being a potential business owner of their brand. Franchisors want to make sure you will be a successful franchise owner and representative of the brand. To various degrees, they are evaluating your personality, skills, experience, financial stability, work

ethic and business acumen. If you don't measure up, good franchisors won't risk their business on you.

**Prove you are financially qualified.** Franchisors are focused on success – success of each franchisee and success of the system. You will want to have your funding options in place prior to your franchisor meeting so that you can demonstrate that you can fund the opportunity.

**Making a decision.** Franchisor's will decide whether they will invite you to join their brand within a few days of the Discovery Day. If you are invited to join a franchise brand, then the franchisor will expect for you to make your decision within a week.

If you unsure, don't let "fear" be a decision maker. All change creates anxiety and fear in everyone. Focus on issues rationally. Review your goals and key criteria. Remember, all the work you did to make this a calculated decision. Be honest with yourself.

\*Can you accomplish your goals with this brand?

\*What is the one thing that is holding you back?

### **Helping People Achieve Goals Through Franchise Business Ownership**

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