

Are ideal Franchisees too hard to find?

... traditional methods mean traditional, slow results

Have you tried all the usuals – advertised in the franchise magazines and web sites, even taken a stand at a few franchise exhibitions? Do you get lots of enquiries, but not many of them turn into the kind of franchisee you really want?

Worst of all, do some promising recruits drop out for no apparent reason right at the end of the process - after you've spent a lot of time and money?



If you're running a franchise and you'd like to capture more of the right kind of franchisee more effectively, then maybe you should consider a Franchisee Capture programme from Facture International Ltd. Facture's approach is different. We can help you design a Franchisee Capture process that really works, that you can run yourself or outsource to us.



You get more signed-up franchisees for your money through:

- ✓ Well-targeted marketing designed to **attract just the people you want** to run your franchises.
- ✓ An efficient recruitment process that **filters out unsuitable candidates** early, before they cost you too much.
- ✓ A pro-active recruitment process that really helps suitable candidates **overcome any obstacles** on the way to signing up



You can also have Smart Franchisee Training to train new franchisees to be effective in days, and a Franchisee Accelerator to rapidly improve the performance of your current franchisees.

“This is great – now I’ve got something that works, it’s like turning on a tap!”

To arrange your free consultation call 01923 892992 or email FranchiseDevelopment@facture.co.uk