Building and Managing a Winning Recruitment Budget

September 27, New Orleans, LA



FRANCHISE DEVELOPMENT WORKSHOP

IFA
INTERNATIONAL FRANCHISE ASSOCIATION

Building and Managing a Winning Recruitment Budget



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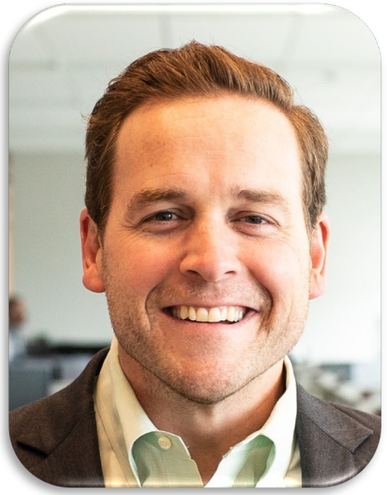

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Objective for today's session



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- You will walk away with:
  - Understanding why a budget is important
  - Gain knowledge on how to monitor and manage resources and results…actual vs. budget
  - Best practices and the right metrics to develop and implement your budget

Why great budgeting is critical:



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Urban Air Parks

- Allows management of the recruitment plan / recruitment margin
- Ability to focus on goals and future planning
- Organization of investment
- Early detection for problems / poor ROI
- Team investment
- Determine total Revenue / Signing, Investment / Signing



Great budgets come from great plans



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- Objectives of budget / what goals are being accomplished
  - Break-even, profit, loss
- Team needed to support the plan
- Marketing assessment – determine strategy and program needed
- One-page summaries
- Supplemental Budget – Go into the detail – Take the time that is needed to get the full picture
- Budget Template
  - Revenue
  - Expenses

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Key: Involve the team for respective areas

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Building a great budget: Revenue



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- Direction from Executive/ Leadership Team
- What fees are being allocated to recruitment
- Determine goal for 18 months out
  - New
  - Resale / Transfer
  - Conversion / Acquisition
  - Existing vs. New Franchisees, Other

	2019							2020												
	Jul	Aug	Sep	Oct	Nov	Dec	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number																				
New	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Transfer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Agreements Signed	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
New	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Transfer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Building a great budget: Expenses



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- Include all expenses:
  - Advertising (Portals, social media, SEO, SEM, PPC, etc.)
  - Referral Networks (Monthly fees, signing fees, shows)
  - Technology (CRM, phone, other)
  - Legal (FDD, franchise agreements)
  - Office supplies / Postage
  - Discovery Days (meals, booklets)
  - Team (Salary, 1099, commissions, travel)
  - Vendors (Third party / Outsourced)
  - Trainings



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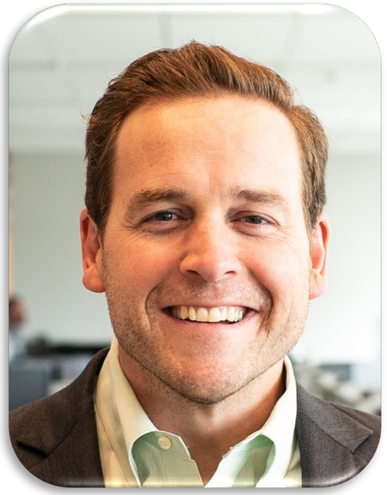

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