



Christian Brothers
Automotive

CASE STUDY

Rookie Recruiter Leverages ROS® To Sign Ten New Franchisees in Less than Eight Months



Powered by CGI Franchise

Introduction

ROS® is a process-driven system that has helped multiple brands find a way to create step-change increases for franchise development and recruitment in a way that is **predictable, sustainable, and measurable**.

Dan Brass, Franchise Development Manager at **Christian Brothers Automotive**, leveraged the ROS® framework, process, and training to build confidence and excitement with candidates and accelerate his success.



1 CHALLENGE

The recruitment process for franchise development managers can be daunting. There are different decision criteria and guidelines for each candidate, making it challenging to decipher what steps need to be taken to ensure their individual needs are met. This was the dilemma that Dan Brass, a newly-hired franchise development manager for Christian Brothers Automotive, found himself in when he started his new role in May 2022.

Dan had franchise ownership and sales under his belt but was jumping into a new field requiring a specific elongated learning curve. He had to find his footing to serve Christian Brothers Automotive and excite candidates.



Launching into a new company can be tough, even if you have experience in related industries.

The trick was to find the confidence necessary to communicate effectively with prospective franchisees. Each candidate has their own “why” and personal priorities. Everyone has unique decision-making criteria. Without a clear roadmap for the process, knowing where to begin would be extra challenging, let alone how to engage and excite potential franchisees about the Christian Brothers Automotive franchise opportunity. That would not only slow progress but risk losing qualified candidates.

2 SOLUTION

With ROS® providing a clear and precise system, Dan gained confidence in picking up the phone and making calls much sooner than he thought possible. Having a road map to follow allowed Dan to feel more at ease as he shared information with candidates.

From the moment they answer the phone, the smooth process helps the candidate get whisked along. **They feel:**

- Safe
- Informed
- Excited
- Really good about the time spent together
- Energized about the opportunity



“Without having ROS®...I wouldn't have seen the success that I saw as early as I did. I wouldn't have had the confidence as early as I did to jump in and start taking calls and start moving people toward their dream of business ownership. I'm grateful for the process, and it's ultimately created a system that the candidate does not feel like I'm selling them something.”

– Dan Brass

“On my own, I think back to doing advertising sales, and almost every call, I would kind of just wing because I thought I was really confident and I thought I was a good communicator. But looking back on it now, I probably could have been a lot more successful if I had some of this system and process in my mind to gather some of this information.”

With a seamless merging of ROS® with Christian Brothers Automotive's established processes, Dan had the tools necessary to connect with candidates and highlight the many benefits and opportunities of joining the Christian Brothers Automotive family. The whole package guided him to help potential franchisees feel well-informed while taking on this journey.

3 SUCCESS

Leveraging ROS®, Dan quickly surpassed any early hurdles and started taking calls in August 2022. In less than 60 days, he had a candidate in person at Discovery Day in October, who eventually became a franchisee.

Overall, Dan successfully recruited ten new franchisees in just eight months, demonstrating the effectiveness of the ROS® roadmap.

The process is so seamless it also helps from the other side of the dynamic, ensuring that candidates are a great fit to the point where the leadership team is going to agree and bring them on board.

RESULTS HIGHLIGHTS

120

Candidates assigned (step 1 calls)

10

Signings

8 mo.

Timeline

4 CONCLUSION

Confidence arises from being well-prepared and equipped with powerful tools. Armed with this highly effective and strategic system, Dan has become a major asset to the Christian Brothers Automotive franchise development team, embodying the brand's values while helping entrepreneurs realize their dreams of owning a successful automotive service business.

Thanks to the ROS® roadmap, Dan continues his important work serving both prospective franchisees and the entire Christian Brothers Automotive network.

Is your brand ready for ROS®?

info@recruitwithros.com | (254) 239-5411





Powered by CGI Franchise