

NEED/ “Why”:

Why small business/franchising

1. Why are you looking to start a business?
2. What is your interest in starting a business?
3. How do you feel about small business ownership?
4. What is driving your interest in business ownership? What is it about the industry that is interesting to you?
5. Why are you looking into opening a small business?
6. Why do you want to own your own business?
7. How important is small business ownership to you?
8. How long have you been thinking of owning your own business?
9. Why franchising and not by yourself?
10. Why do you want to own a business?
11. Why franchising?
12. Why is owning a business important to you?
13. How important is small business ownership to you?
14. How long have you been dreaming about being a small business owner?
15. What does business ownership NOW mean to you?
16. How would being a part of our franchising family help you with your goals?
17. Why are you considering franchising?
18. How long have you been thinking about owning a business?
19. What is the most compelling or exciting thing to owning a business?
20. What has led you to the idea of business ownership?

Goals/Accomplishments

21. What are your intentions?
22. What is driving you?
23. How have your goals shifted over the last 12 months?
24. What does success look like?
25. How have your goals shifted?
26. What are you looking to accomplish 6 months, 12months, 18months?
27. What are your goals for next 5 years?
28. Personal goals?
29. What motivates you to take a step at this stage in your life?
30. If everything goes your way, what does your next 10 years look like?
31. What are you looking to accomplish by owning own business?
32. What are your wants? (Owning a small business)
33. What goals in life are you trying to accomplish?
34. What do you want to accomplish – BEYOND the money?
35. What are your (real) goals for the business?
36. What is your goal for this next step? (Do not assume its business ownership) What is the impact if you do not accomplish these?
37. What are you looking to accomplish in this next life?

Why are we talking today?

38. Why are we on the phone today?
39. Why are we talking today?
40. What brought you to the call today?
41. Why are we on the call?
42. Why are speaking today?
43. Why are we talking today?
44. What brings us to the phone call today?

Why change? Why Change now?

45. Why are you looking to do anything different than what you are doing right now?
46. Why are you looking for a change?
47. Why do you want to make a change?
48. Why now?
49. Why make a change now?
50. Why is now the time?
51. Explain why you changed jobs
52. What lifestyle changes do you see?

Current

53. What are you doing right now?
54. Are you working?
55. If not working, why are you not working, what are you looking for?
56. Do you like what you are doing?
57. Why is there a problem?
58. Why do you want to leave corporate America?
59. What are you doing now?

Why us?

60. What else? (Suspect Name) (Deeper you go you finally get to why) Why (brand name)?
61. What about a faith-based business excites you?
62. What territory?
63. Why our brand?
64. Why are you interested in our brand?
65. What has caught your eye about our brand?
66. Why the education industry?
67. Why are you wanting a learning center?

Family/Concerns

68. Who will be involved?
69. Who will be impacted if you buy a franchise and why does that matter to you?
70. What about your spouse?
71. What is your biggest concern?
72. What is your spouse's biggest concern?

*** Can tell when you get the candidate choked up that you have gotten to their real why***

FIT:

Business Ownership Experience:

1. Why do you think you would make a good small business owner?
2. Have you ever owned a business?
3. What about your background gives you confidence in running a successful business?
4. Have you run a small business before?
5. What traits will make you successful in your business?

Background and Experience:

6. Tell me about your background and yourself?
7. Share with me what your work experience has been like and what skills you have picked up along the way?
8. What is the #1 reason for your success in things you have done before?
9. What is your experience?
10. What was your most favorite job you have had? What about it?
11. Tell me about your professional background?
12. Tell me about your favorite thing you have done work related in the past?
13. Can you walk me through your career, high level? Can you tell me about your favorite stop/ your least favorite stop?
14. What are you currently doing right now?
15. Using a timeline can you walk me through your background?
16. Tell me about your work life experience?
17. What do you do now?
18. What are some strengths from your current or past that would relate?
19. What does your work week look like?
20. Have you done sales?
21. Are you comfortable in business development and sales?
22. Tell me about your background
23. What is your professional background?
24. Do you have any leadership experience with running a team?
25. 1-10, where do you come in selling B2B?
26. How comfortable are you with financial reports?

Personal:

27. How does your spouse feel about business ownership?
28. How does your spouse feel about you getting into business for yourself?
29. What do you enjoy doing outside of work?
30. "Brag on yourself," tell me about your accomplishments.
31. What would you say your #1 skill is as an individual?
32. Tell me what you think your 5 greatest strengths are? Weaknesses?
33. What kind of culture and team would you hope to build in your shop if you were awarded?
34. How do you envision your work week?
35. How are you dealing with rejection?
36. What do you enjoy in your leisure time?
37. Why do you think you would be a good fit for BRAND?
38. What is your exit strategy?
39. What kind of support would you need from franchisor?
40. What is your parenting style?
41. How are you connected to your community?
42. How are your feelings about public education?
43. What do you imagine your day 1 being and then in year 2?
44. What excites you about building and leading a team every day? Compare to Current/Successful Franchisees
45. Send out a worksheet of successful franchisees, reference it...
46. Describe strong zee attributes. Ask candidate to explain where they identify.
47. How do you see yourself fitting the physical aspect to the business?

Why this Brand?

48. Why are you looking elsewhere?
49. What brought you here today?
50. What attracts you to this brand?
51. What intrigues you about a faith-based business?
52. This is a people business? How do you feel about building a relationship with xxx?
53. Operations? What is your plan?
54. How would this fit with your lifestyle?
55. Logistics or experience?
56. What experience could you bring to this franchise?
57. 4 P's Passion, patience, persistence, positivity -
58. Why is education important or what about education is important?
59. Why franchising?
60. What has drawn you to BRAND?
61. Why are you attracted to this industry?

FINANCIAL:

Personal Objectives:

1. What are your objectives from a financial perspective? 12, 24, 36 months
2. What amount of monthly income do you need or expect?
3. Do you have any preset expectations on monthly or annual income you would like to make?
4. Hey if you become a franchisee, we expect you leave your full-time job. What do you need, and what do you want? "Blue Sky"
6. What is your annual income earning goal? How does that compare with your current income?
7. If you were to meet that goal, what would it mean to you and your family?
8. How would you describe your current financial situation?
9. How much would you like to make?
10. How much do you need make?
11. How much would you need to make for this to be worthwhile?
12. How much do you need to live comfortable per month?
13. How much are you hoping to make in 1,3,5 years
14. Are you planning to do this full-time or part-time?

Funding Path:

15. What type of investments are you looking to do? Where would capital come from?
16. Is our startup cost in line with what you are looking for?
17. Are you going to have any partners?
18. There are 3 buckets that make up the investment– start up, managing lifestyle, fees – What would be your plan for these?
19. How would you look to fund a project like this?
20. How do you plan to fund the initial investment?
21. Have you started looking at loan options?
22. How much have you and your wife decided to invest in your future?
23. Are you aware of the investment? Want me to review it? (Review) Is that comfortable for you?
24. How do you plan to fund owning your own business?
25. On average our training takes 120 days, knowing that what type of nest egg do you have that can help your solely focus on that training period?
26. How are you planning to finance?
27. How will you pay your bills during start-up?
27. Do you know what your credit/fico score is?
28. How am I going to live while I build my business?
29. The minimum capital required is XX. How are you going to fund this?
30. Have you ever been approved for a small business loan?
31. Are you an honorably discharged veteran?
32. Do you have a funding plan in place? Cash or SBA?
33. How will you support your lifestyle the first year?
34. Do you know how you are going to fund?
35. Dollar amount set aside to running business.
36. Share with me your thoughts on funding?
37. Do you have a limit on the money you want to invest in yourself?
38. Do you have a plan?
43. Do you need any suggestions for someone to help you fund?
44. Are you aware of the investment level?
45. How are you going to fund operation?
46. Is there a specific amount of money you need to replace?
47. How do you plan on funding?
48. How will you survive the ramp up phase?
49. Is your income required to pay bills?

Personal Risk Tolerance:

50. How do you feel about the financial aspect of the investment? Are you nervous or confident?
51. Is purchasing this business a solution to your finance problem or is it a key to your financial success?
52. Does it make you nervous to borrow money?
53. Are you comfortable in borrowing money?

TIMELINE:

Open Business

1. When are you hoping to be functioning as a business owner?
2. When would you like to have your business open?
3. When would you like to see yourself serving your customers?
4. When do you want to open?
5. From today's call when do you plan to be opened?
6. When do you see your center open?
7. When do you want your business open and running?
8. How soon are you looking into getting into business?
9. Why this timeline?

Hinder Timeline

10. What might get in the way of that?
11. Is there anything stopping you of starting next 60, 90 days?

Expectations

12. The average timeline is xx months, how does that figure with your expectations?

13. Walkthrough Discovery Timeline and Opening Timeline, how does that fit with your current thoughts?

Start/Exit Plan

14. What is your exit plan?
15. When do you see yourself stepping into this role? (If faster) Have you considered relocating to accomplish this?
16. When would you plan to leave your current job?
17. When would you like to do training?
18. If you have the right model, when do you envision making that next step?
19. How much time do you need to do due diligence?
20. How long would you need to be in current job/position?
21. When is target business opening and why is that important?
22. When do you see yourself making your first sales call?

Need for Timeline

23. Does your family know your timeline?
24. I need to know your timeline so I can be a good guide
25. I can only go as fast as you go
26. Important to establish a timeline
27. What is your timeline?
28. How long have you been thinking about doing this?

Licensing Process

29. Discuss licensing process. When do you realistically want to open?
30. Do you understand your states licensing process?

DECISION CRITERIA:

1. What is most important for you to know about our team in this decision?
2. What does a great relationship with you and the home office look like?
3. What type of home office support would be important to you?
4. What is it that you think you will need the most support with?
5. As you consider this opportunity, what are some things that absolutely must be obtainable as a business owner with BRAND?
6. Finding the right business; there are a lot out there. One way to think of it is like buying a house. There are lots of houses and the real estate agent will not show each one. The realtor asks the top 5 things. So, as you are looking at businesses, what are your top 5 things you are looking for.
7. What might be a deal breaker for you out of the things that are important?
8. What do you need to see, hear, feel to make the decision to get into business for yourself?
9. Zillow example – checking the box on criteria
10. Who is going to make the decision?
11. Who are the other decision makers?
12. Who is helping making decisions?
13. Who will be a part of the decision making?
14. How would you define success as a business owner?
15. Buying a car criterion...
16. What makes you 100% certain on your decision
17. Are you building a business to sell or move on?
18. Are you willing to move?
19. Use Decision Criteria as homework; How are you going to measure these?
20. What does the franchisor need to provide you, so you feel confident in making a decision?
21. Rank the priorities (non-Negotiables)
22. What would your dream business be like?
23. What are your non-negotiables?
24. Top 3 reasons you would want to open a BRAND?
25. What do you need from me?
26. Do you have any decision criteria written down?
27. What are the 5 traits of a business must have?
28. Hats – what hats are you looking to wear and what do you not want to wear?
29. What are the top 3 decision criteria and how do you prioritize?
30. What would be a deal breaker for you?
31. Why BRAND?
32. What does small business ownership look like to you?
33. How do you describe your process of making major decisions?
34. Have you and your spouse thought about your criteria and priority?
35. What else do you need to know to make the decision?
36. What does your life look like if you did not go through with owning you