

Effective Franchising
'Focus on Sales'

Date: Wednesday Aug 25th

Time: 08:30

Venue: Harper MacLeod Offices, Glasgow

Schedule:

08:00 - 08:30 Registration & Coffee

08:30 - 08:40 Introduction to Seminars & Franchise Gap
(David Kaye & Jordan Fleming)

08:40 - 08:55 **Lost in Translation - Addressing the local market**
(Jordan Fleming - Designate Strategic Marketing)

Jordan will look at the importance of addressing the local markets as franchises grow. He will concentrate on how important the local market is as franchisors develop their marketing strategy.

08:55 - 09:15 **Sales Management for Franchisors**
(Brendan Walsh - Hawthorn Business Group)

Brendan will look at how Franchisors need to sales manage their franchisees to produce results. He will look at how Franchisors can help develop their franchisees into an effective team.

09:15 - 09:40 Panel Q/A with Franchise Gap Members

09:40 - 10:00 Coffee & Networking

Effective Franchising is a series of franchising seminars presented by The Franchise Gap and Harper MacLeod LLP. Each seminar focuses on a key area of concern for growing franchisors, and will be followed by a panel discussion where delegates can ask questions of the assembled experts.