



# DAIRY BOX BIZTALK MANUALS

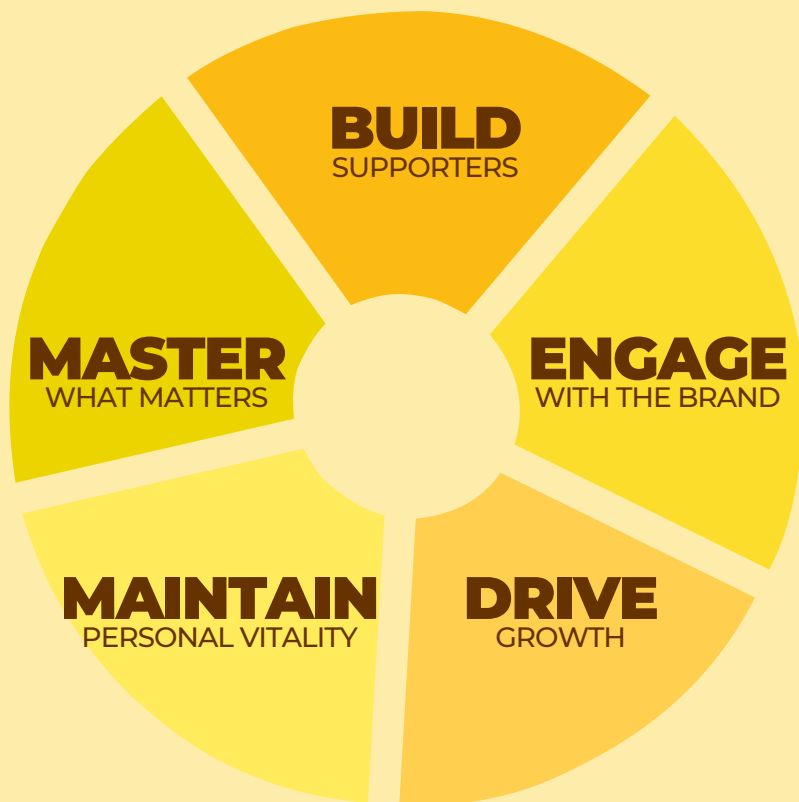
FRANCHISEE WHEEL OF EXCELLENCE

*Dairy*codemy

# DAIRY BOX BIZTALK MANUALS

The Dairy Box Biztalk Manuals corresponds with the Business Talks organized by the Philippine Carabao Center spearheaded by the Business Development and Commercialization Unit (BDCU)

# The Franchisee Wheel of Excellence



The Franchisee Wheel of Excellence is a model designed and perfected by world-renowned franchise relationships guru *Greg Nathan*. This model depicts how franchisees, whether they are into food, retail, or service industry, can be superstars in what they do.

[esquiremag.ph](http://esquiremag.ph)



# 1. BUILD SUPPORTERS

Having the right “peers” is important and has a large impact in becoming a successful franchisee. Customers, staff, franchisor team, fellow franchisees, mentors, suppliers, trusted advisors, accountant, friends, and family are referred to as a franchisee’s “supporters”. Having a business means constantly fulfilling commitments and building solid win-win relationships, so that your dynamics will be beneficial to all parties, especially to the success of your business.

Excellent franchisees continually build commitment and rock solid relationships with the people on whom their business depends. Your supporters are your customers, your staff, the franchisor team, mentors, fellow franchisees, suppliers, your accountant, trusted advisors, family and friends.

To Be Successful in Business, You Need to Build Your Supporters by Sam Christopher Lim



## 2. ENGAGE WITH THE BRAND

Brand passion is the fuel that drives engagement, your enthusiasm in the products and services you will provide, sharing the delight your customers have about you and your business. This passion drives your attendance, participation and contribution to the broader network, as you help the administration do more and achieve more. It's hard to sell a product you don't love or believe in.

*But how can brand engagement and passion help your franchise business succeed?*

A. Being passionate about your brand improves your reputation

*Your brand is your reputation.* If the customers think and feel only the good things about your brand and your products and services, then your reputation is good. Being engaged in your brand and being passionate in what your company is all about immediately transforms your outlook, decisions, actions, and relationships for the best.

## B. High-achieving franchisees have strong brand passion and engagement

High-achieving franchisees have strong brand passion and engagement. This means that if a franchisee is completely passionate and fully committed and engaged with the brand, the sales and overall performance of the business are continually impressive.

Most importantly, this strong passion in the brand also brings about higher satisfaction in life in general. Therefore, it is very important that you breed passion in everything that you do and in everyone that you relate with.



## C. The ripple effect of brand passion

Being passionate about your brand is infectious and your passion causes an amazing ripple effect in your business.

As quoted from Greg Nathan, “When you as a franchisee are passionate and enthusiastic about your business, your team is going to be passionate and enthusiastic too, and they are going to pass that on to your customers and your customers are going to have a better experience”.

But this ripple effect will not happen without you starting it. You have to see the importance of your influence and put it to great use in order to inspire others within your enterprise. This ultimately improves customer experience and enhances brand reputation.

## 3. DRIVE GROWTH

It takes courage to take the plunge and go into your own business, especially in this economic environment. Because the cost of doing business increases constantly, you need to sell more, find more customers and keep the ones you have to be competitive and profitable.

Excellent business enterprises are committed to growth. They are hungry, with an appetite for finding new ways to promote their business, attract new customers and improve their product and services.

## 4. MAINTAIN PERSONAL VITALITY

Vitality is all about physical energy, mental clarity and emotional health. It's having the confidence, presence of mind and vigour to apply yourself to anything with motivation and joy.

Running on excellence requires to be in tip top condition and becoming your own master of the three vitalities – physical, mental and emotional. Physical vitality enables us to put in the long hours often needed to build a business, and to not cut corners through laziness or tiredness.

Mental vitality enables us to be sharp and clear in our thinking. Being calm and curious about what's going on are the superpowers of excellent franchisees. Emotional vitality comes from an attitude of gratitude, being grateful for the good stuff, accepting help when offered and brushing off disappointment as a lesson in learning.





## 5. MASTER WHAT MATTERS

If you are at the start of your Business Journey there are many steps and stages ahead of you. Think strategically, keep in mind the bigger picture and master what matters, such as:

- Being able to pull out of the daily grind and look at your business strategically—to work on your business, as well as in it.
- Continually asking questions like ‘what do I need to focus on to grow this business?’ or ‘how do I continue to develop myself and my team?’ And the kicker, ‘what were my original goals in handling this enterprise?’
- Having a routine for establishing and reviewing meaningful key performance indicators that tell you if your business is on track for success.
- Having documented standards and procedures in place, so that everyone understands what to do, how to do it and why.
- Trusting and training your team.

“Franchises have historically benefited from strong branding and strong awareness amongst clients, so in areas where that is important they have been successful...But, for example in the food sector, customers are viewing this area as more of an experience and so are deterred by the cookie cutter nature of some franchises.”— *Stephen Gargano*



# THE KEY SUCCESS FACTORS FOR FRANCHISES

(CARA WATERS SEPTEMBER 25, 2014)



- **Having a loyal customer base**

A loyal customer base improves the likelihood that clients will become repeat buyers. Having the ability to retain customers corresponds as a strong basis to continued revenue.

- **Having a clear market position**

With a defined market position, the business and its customers can aim for the same target market. A business needs to be able to provide a product that falls into an area where there is a need and really show customers that your products and enterprise is fulfilling their need/s.

- **Ability to control stock on hand**

Operators benefit from controlling stock on hand to meet client demand, reduce inventory costs and ensure adequate stock turn. Particularly for food service providers, as many run on a low profit margin, so being successful relies on minimizing wastage.

- **Workforce**

Franchisees should ensure that employees have sufficient knowledge to provide sound advice and quality customer service.