

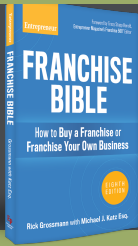
Discovery Day

Your discovery day will allow prospective franchise owners to further learn and evaluate the franchise opportunity. This in-person experience will also enable you as the franchisor to interview them to make sure it is a good fit for your franchise.

Every step in our process “peels back the onion” a bit more so we can educate the prospective franchisee to enable them to make sound decision. A franchise owner that makes an educated decision to join your franchise is far more likely to succeed.

Pre Discovery Day

- Schedule your first two discovery day events at least three weeks after prospective franchise owners are past the 14-day franchise disclosure-waiting period.
- Create an itinerary to include in your discovery day packet.
- Assemble a packet that includes your itinerary, local chamber of commerce magazine (so attendees can stay and enjoy the local attractions), hotel and transportation information, and a few simple branded SWAG items to build excitement.
- Assign a “franchise concierge” to contact the attendees to arrange their travel plans and confirm all itineraries so you know how many are actually going to show.
- Clean house. Make sure everything is “spick and span” including the corporate office and any locations that you may be visiting.
- Be organized and stick to your itinerary. Think of this event as a production. You will be judged on your professionalism.
- Decide how prospective owners will transport from the airport to you office.



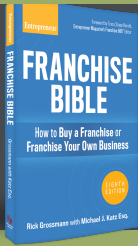
- Send confirmation emails to all attendees.
- Post on your website and social media.

Discovery Day

- Make sure all corporate staff members and franchise location staff are properly informed and are wearing the appropriate clothing based on your dress code.
- Display the attendees names, city and state on a flat screen TV that is visible as they arrive. You can also display a welcome message. This builds trust.
- Begin by having the attendees introduce themselves and ask them to start with the reasons they are interested in your franchise.

Discovery Day Itinerary

Time	Event	Comments
9:00 am	Arrive/sign in	Coffee and bagels, name tags, intro packets, group photos
10:00 am	Meet the team	Intro every team member and have them explain how they will help them succeed.
11:00 am	Overview/itinerary	Set expectations for the event.
12:00 pm	Lunch	Sponsored event with guest video or webinar.
1:00 pm	Why us?	Feature, Advantage and Benefit points for the overall model.
2:00 pm	Marketing	Basic marketing overview.
3:00 pm	Operations	Basic overview of the operations.
4:00 pm	Wrap up	Discuss next steps and choose eligible prospects.



Post Discovery Day

- Send post event survey.
- Send decision letter.
- Send closing instructions if qualified.
- Schedule closing.
- Schedule training.
- Schedule launch sequence.

Exercise: Fill out your discovery day itinerary below:

Time	Event	Comments
9:00 am		
10:00 am		
11:00 am		
12:00 pm		
1:00 pm		
2:00 pm		
3:00 pm		
4:00 pm		