



Questions To Ask Franchisees

Preliminary Questions

1. How long have you been a franchisee?
2. How successful do you feel you have been in comparison to your peers within the franchise system?
3. Would you consider yourself to be in the top quartile, bottom quartile or somewhere in the middle when comparing yourself to other franchisees within the system?

History, Competency

1. What is your personal work/training background/previous career?
2. Why did you leave that for something else?

Competitiveness

1. What advantages do you have over your competitors in terms of meeting the demands and needs of your customers, or the marketplace?
2. Does the franchisor use the collective buying power of the entire franchise to obtain discounts on supplies and/or inventory beyond what the individual franchisees could achieve?

Expectations

1. What is your hourly commitment per week? Why is it not more or less?
2. Can you define any difference between your initial investment and the description referenced in the UFOC?
3. Based on your initial conversations with franchisees, what were your expectations for annual earnings? How long did it take you to realize those expectations?

Experience

1. How long have you been involved with this franchisor?
2. Are you satisfied with the location/territory you have?
3. Why is this franchise superior to the competition?
4. Where is this franchise weak compared with its competition?



Goal Achievement

1. Why did you invest in this franchise?
2. Would you invest in this franchise all over again? Why/why not? If not, are you/why aren't you selling?
3. Has this franchise been a good investment for you? Why do you say that?

Income

Follow strategy and questions as outlined in Chapter 12 of The Educated Franchisee

Leadership validation

1. Is the home office competent?
2. Does the home office act with your interests in mind? Can you give an example?

Marketing

1. How does the franchisor contribute to your marketing efforts? What would you change?
2. Is the franchise company's advertising program effective?
3. What additional things do you do to generate business?

Performance

1. What's the biggest mistake that 1st year franchisees make?
2. What would cause a franchisee to fail?
3. What separates higher performers from lower performers?
4. What are your current results? Are you happy with them?
5. Are you considered above or below the average?
6. What would it take to improve your results?
7. What will you do differently in your business next year?
8. Are others with your background successful in this? Can you give an example?

Relationship

1. Does the franchisor honestly care about your results/success? Can you give an example?
2. Discuss training and support? Is there enough/too much?
3. Do you feel you have a positive rapport with the franchisor and your fellow franchisees?
4. Do you respect the franchisor?
5. What do you like most/least about your franchise relationship?

Support

1. Does the franchisor support your business activities and results to the level of your expectations or need? Can you give an example?
2. Is the franchisor supportive and caring about you and your operations? Can you describe an example?
3. Does the franchisor respond promptly to your concerns?
4. How could the franchisor improve ongoing support?



Systems

1. What are the advantages of franchising versus being on your own? Disadvantages?
2. Could you have done this as effectively on your own?
3. Why/when did you choose this franchise?

Training

1. Did your initial training prepare you for opening and operating this business?
2. How could the franchisor improve initial training?
3. What continuing training does the franchisor provide?
4. Can you give an example of how the franchisor helped you when you asked for it?
5. Was it enough, and did you communicate your opinion to the franchisor?

Your Questions

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

