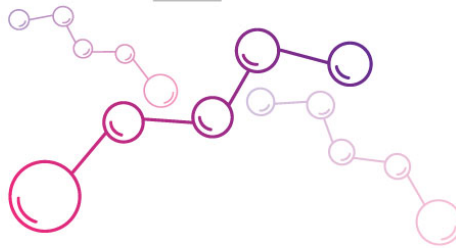


HOW TO DEVELOP A SUCCESSFUL FRANCHISE TRAINING PROGRAM



This concept of "replicating" businesses, is called franchising. It is the practice of the right to use a firm's business model and brand for a prescribed period of time. The basic concept is an alternative to building "chain stores" to distribute goods that avoids the investments and liability of a chain. The franchisor's success depends on the success of its franchisees. In return, the franchisee is said to have a greater incentive than a direct employee because he or she has a direct stake in the business.

FIRST STEP: THE OPERATIONS MANUAL

This is the most important piece of any training program. It acts as the franchisee's textbook during training but its most important function is to serve as your quality control mechanism. Creating an operations manual is usually one of the first and most important steps in the development of a new franchise training program.



SECOND STEP: HEADQUARTERS TRAINING

This is a key element of almost all franchise training programs. Before launching its franchise program, a good franchisor must develop a formal training agenda for its pre-opening training course at headquarters.

THIRD STEP: ONSITE TRAINING

This involves several days to a few weeks, depending on the complexity of your operation, assisting franchisees and their staff at the franchisee's location. Make sure you develop a detailed training agenda for this step.

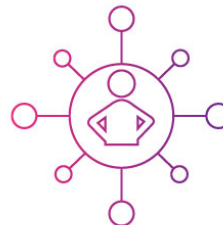


FOURTH STEP: ONGOING TRAINING

Most franchisors provide extensive training to new franchisees, yet many fail to ensure that franchisees and their managers receive ongoing and refresher training. The new managers and employees of the franchisee need to be properly trained as they are hired. Marks motto "train, train, and over-train".

LASTLY: TEST FOR COMPETENCE

To do training without testing assumes two things that may not be true. Firstly it assumes that you, as the franchisor, did a good job of training. Secondly, it assumes that your franchisee did a good job of learning. Rather give a number of written and practical tests to make sure that the information that you wanted to convey, was understood correctly.



To implement a franchise training program through more dynamic technology, consider Spectrum Interactive. They utilize immersive learning technologies to help organizations quickly deliver high-quality, cost-effective education programs to their employees and customers - anytime, anywhere. Learners prefer the immersive videos over paper manuals or traditional, flat videos. Through customized text, images, quizzes and checklists you can train your staff more efficiently. Patent-pending technology can teach movement, teamwork, and complex procedures online. Tracking also available for better results and compliance.



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