



## **Debra Fine Program - The Fine Art of Building Franchise, Business and Community Relationships**

***“A desk is a dangerous place to view the world” John Le Carre Author***

Franchisees, franchisors, front line personal and managers learn the technical skills required for business success, often overlooking the importance of conversation, networking and rapport building skills. The ability to talk easily with anyone is a learned skill, not a personality trait. Acquiring it will help develop rapport with both potential and current franchisees as well as home office staff members. For franchisees learning these simple and immediately actionable skills will improve rapport and engagement with their customers and team members as well as facilitate expanding networks and visibility within the community at large. Fine's programs offer the concrete tools to insure a positive impression that lasts longer than an exchange of business cards. In the competitive world of business today, the franchise business owner must place more emphasis on developing personal business relationships than ever before to ensure success.

**This fast paced, informative and interactive session will help you:**

- Strike up conversations and keep them going
- Master introductions and remember names
- Come across as composed and self-assured when talking to people or entertaining clients at conventions, trade shows and other work related functions
- Develop rapport with anyone
- Become an “active” listener
- Overcome communication barriers
- Handle awkward situations
- Come up with topics to discuss
- Avoid conversation “killers”
- Prepare for successful conversations
- Exit conversations with grace
- Feel more at ease at award receptions, banquets, and networking events