



Simple Strategies for Building a Powerful Franchise Brand

Great franchise brands are built on the front lines with every customer interaction. The lowest paid employees can have the biggest impact on your brand - and on your sales! They should be your best marketing tool. Are they?

Gerry's presentation, "On the Front Lines" will give your franchisees the knowledge and tools to grow their franchise business while building a powerful brand. They'll learn the formula used by the most successful franchise concepts to increase guest frequency and retention. They'll gain insights about hiring and motivating millennial employees - turning them into your best brand-builders.

Inspire your franchisees to be the best they can be. Get them excited about their critical role in building a powerhouse brand. Whether you need increased compliance, improved execution, more engaged local marketing, or better customer service, this presentation will motivate your franchisees to take their game to the next level.

This keynote is perfect for franchisors and franchisees looking to maximize their sales growth and build a powerful brand.