



# Finding the Right Franchisees

for Your Kids Activity Club



# Hey!

**You've got a great business:** your classes are going well, you've got a great culture, and you're ready to grow. While growth for some clubs comes from **expanding into new locations**, for others, growth lies in franchising. But one of the biggest sticking points when expanding via franchising is **finding the right people**.

Having the right franchisees alongside you as you grow is **crucial to your success**. Why? Because you want people who are committed to supporting the success of you, your business and their franchise.

**So, where do you begin your search?**





# What Does a Suitable Franchisee Look Like?

## Why finding the right franchisees is crucial to success?

While finding franchisees may be easy, finding the right franchisees isn't. You want to make well-informed decisions about who you'll award your franchises to because people are the face of your brand. Making the wrong decision with a franchisee can be costly, not only from a financial perspective but also for your brand.

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**Tip: When it comes to franchising, growing at your own pace is crucial. And when it comes to finding the right franchises, a slow and steady approach will help you succeed.**

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I'm approaching recruitment slowly and steadily. With my latest franchise hire, I met a few people. But the person that got it had that thing about them that you're looking for - a bit of spark. I go for character because, at the end of the day, we're coaching kids."

Matthew Crawley, Prestige Sports

While a checklist on the “perfect traits of franchisees” doesn’t exist, there are things that can make your search easier.

- ☛ **Do they have a good attitude?**
- ☛ **Do they have the right character for your brand?**
- ☛ **Does their work ethic match yours?**

You want franchisees who will run a franchise based on your model, not reinvent it. Although they might bring their own teaching techniques and character to their franchise, you don’t want them to change who you are and what you offer.

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I don’t like to dictate. It’s about trying to find that balance of setting my expectations and standards without prescribing how my franchisees deliver on a week to week basis.”

- Martyn Gill, Rugrats Rugby



# Finding the Perfect Match for Your Club

## What type of person do you want to hire?

It's not as simple as writing a job description, but starting the search for the perfect franchisees starts the same as any recruitment process.

Start by asking yourself questions like:

- **What qualities matter most to you?**
- **What traits or characteristics is your brand known for?**
- **What practical skills are crucial?**
- **What experience are you looking for?**

But it's not just about the type of person you want; you need to be clear about who you are. Knowing the type of franchisor you want to be and your expectations are key ingredients to success.





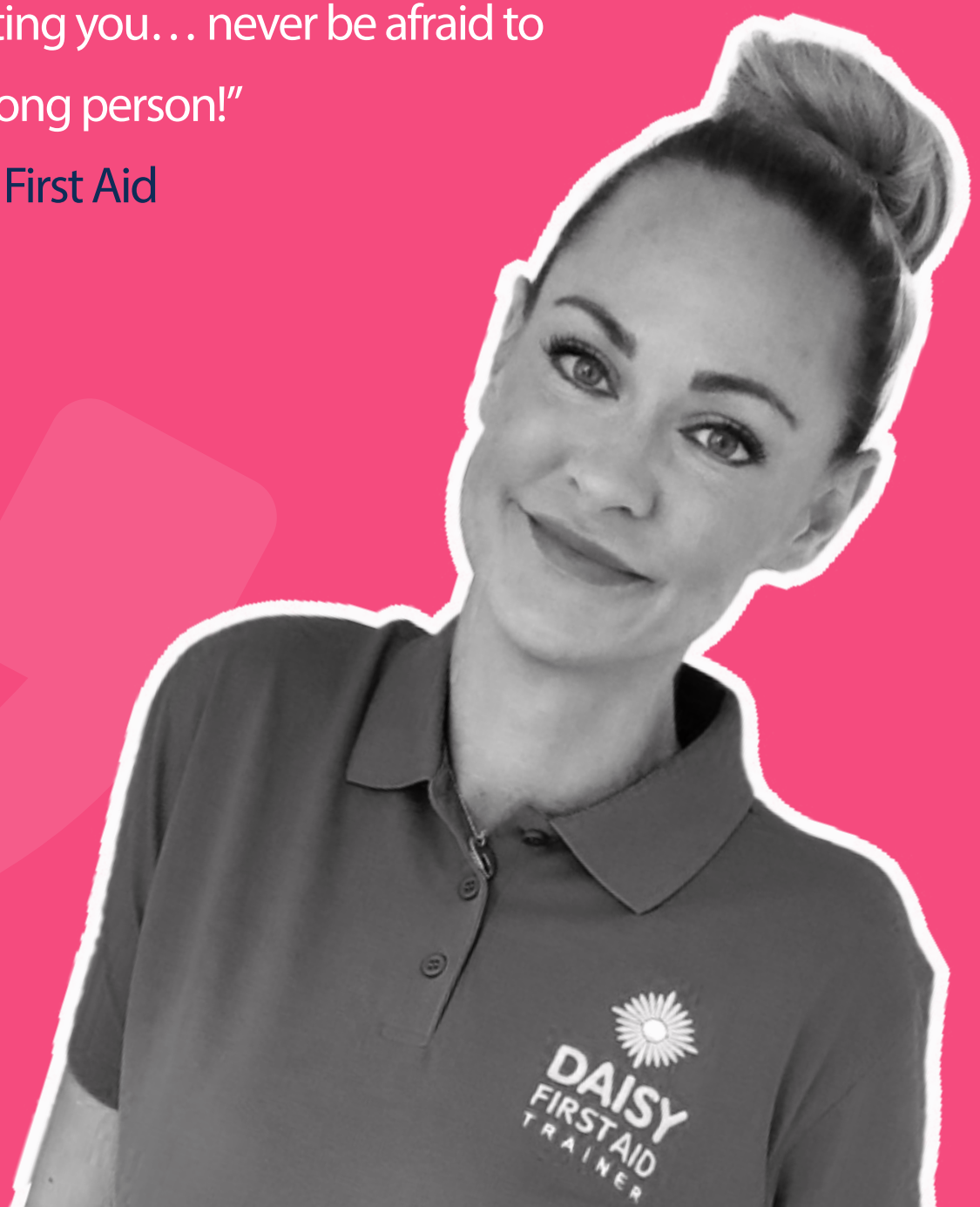
- **Make this clear from the beginning so your franchisees**
- **know what you expect from them. This could be**
- **anything from attitude to performance.**
- **How involved do you want to be?**
- **What are the key things your franchisees must follow?**

And if potential franchisees don't meet your expectations or possess the right qualities, don't be afraid to say no. If somebody isn't the right person, don't settle for second best. You want the best people representing your brand.

**Even once you find the right person, there are still steps you should take to build successful foundations for franchisees.**

You can't just look at franchising solely from a money or growth perspective. Getting the right people is what matters because they are the ones representing you... never be afraid to say no if they're the wrong person!"

- Jenni Dunman, Daisy First Aid



# Setting Franchisees Up For Success

## How you can set solid foundations for your franchisees

Once you know you've found a franchisee, it's important to give them the best chance of success. That's why finding the right person and setting out your expectations is so important, but it also comes down to what expertise and support you can offer.

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### Theoretical:

- **Discuss and go over your ops manual at length (even before recruitment). This is a living document that should be referred to because it sets standards and helps maintain quality across franchises.**
- **Set out your expectations of who you are for franchisees. Do you have a close working relationship? Are you a leader? What do you expect from them?**
- **What do you want franchisees to bring to the business? You may have expectations as a team, but you may want them to bring their own character.**



**Tip: Try splitting set-up success into two areas: theoretical and practical.**

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## **Practical:**

- **When it comes to the day-to-day of how franchisees will run their franchise, give them the best chance of success. You may want to try a buddy system to let them shadow other franchisees to experience and immerse themselves in classes.**
- **Allow them to take different classes while working alongside other franchisees for constructive feedback.**
- **Encourage franchisees to maximise the potential of what works for the kids they're teaching.**





# How You Can Franchise with Support from ClassForKids.

## **SupaStrikers have opened 15 new franchises in the past 5 years with support from ClassForKids**

You'll want your franchisees to spend as little time as possible on admin so they can focus on delivering great classes and running their business. Using the ClassForKids system gives you the ability to standardise and control customers booking experiences, all while giving you an overview of franchisee's systems and financial takings.

But ClassForKids goes one step further - we provide franchisors with relevant insights and data that will allow you to make the right decisions for your business. It's a no brainer when building a professional, well-established franchise.

We're really particular about who we bring on because there's a right fit for us. Our franchisees need to be the right person to ensure that the quality and standard of coaching is the same across the board. We've built up a great reputation over the years so it's important that we maintain that."

- Carolyn and Andy Tucker, SupaStrikers

# And there you have it

Want to know how club long-term, sustainable growth for your dance school? Great! Get in touch with one of our friendly business coaches, they'd love to hear from you.

**Show Me!**

*HEAR FROM OUR CUSTOMERS!*



“Ever since we switched to ClassForKids our booking process has really improved and saved us a lot of time. It's a very easy program to learn and use and it has been a life saver for our company. I would highly recommend it to anyone who runs clubs for kids.”

**- Astrid, Wallace Chess**