

Are Your Franchise Prospects Slipping Silently Out Of The Front Door Without Telling You The Truth?

81% Of Business Presentations Fail!

Business Report

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Why Should We Look At How We Present Our Franchise?

Did you know that recent surveys and interviews revealed that only 19% of presentations were deemed satisfactory?

Right at this moment, you could be losing over 80% of your potential business, simply because you and your staff are not presenting effectively, succinctly and naturally. The ability to create long term business relationships is even worse with over 90% of individuals and organisations failing to create meaningful results!

We all have the ability to be natural presenters. We all have the capability of speaking professionally. We are all able to impress and influence an audience. It doesn't matter if you are presenting to two or two hundred people.

We know that in every company, people are your biggest asset. They interact with your customers; they reflect your values and set you aside from your competitors. They represent you at conferences and exhibitions; they are the heart of your company. With the right direction, techniques and skills, they should have the confidence and belief to sell themselves and your business—Naturally.

Surely we should expect more than a simplistic "death by power point" eighties style presentation that fails four out of five times!

Could you afford such a failure rate?

How much is that worth to you?

If you improved your conversion rates by just ten percent what would that do for you, your business and those connected with it?

What would be the return on investment if you and your people were the one in five who are successful – consistently!

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When you receive the news no one wants to hear "You didn't get the business" and you ask why...

Are you really too cheap, don't have the right product or service etc?

Or is your prospect/ client simply taking the easy option and not hurting an individual's feelings with the truth – four out of five presentations fail and we don't even know why?

Surely prospects and clients want an experience that reflects their individual needs not the presenters and delivered by an accomplished, exceptional and natural individual.

Or do you just accept it when they say "Sorry you are too expensive..."

Perhaps even worse – arrange to attend a simple presentation skills programme perhaps using eighties techniques or using actors to teach you or your people, skills that simply don't wash on the business audience of 2007 and think the jobs done!

Or is the Franchise standard presentation up to the job?

How do you know this is true you may ask?

Here's The Key Results Of Our Research

The following true story sums up our research...

In 2005 I attended a networking event in Birmingham – very much a corporate affair with over two hundred attendees. I sat next to a group purchasing director of a FTSE 100 company and we got on well. I asked, "Of the hundreds of potential suppliers you see every year what percentage are successful?"

He suggested that 81% were terrible and had no chance of creating business for themselves – primarily because they were inept at the presentation stage.

He also believed 90 % were incapable of creating a long-term partnership, which was even worse!

As we left the venue I asked finally "Of those individuals who failed – how many did you tell the real truth?"

He laughed and said "Don't be daft I'm British!"

And there's the point –do we know how good or bad we are?

Or do we leave it to chance or a one off presentation or relationship skills course?

How many of us create a long term process for success, develop it, refine and hone our abilities just as an athlete would or do we just do the same old thing with a bit of new technical wizardry?

"I'm a good networker, which will get me lots of business and I won't have to present!"

Will it?

Wont you?

How many Franchisee's do you know that attend networking meetings regularly but do not achieve what they want and eventually disappear without trace – perhaps to closure or worse?

I have interviewed thousands of individuals on behalf of countless organisations and have always got the same results.

I have spoken in front of over 250,000 people in the last eleven years and not one individual has disagreed with me!

So how do we increase our chances of success?

After all we all have to present our business at some point!

Can we really leave this vital part of the business process to chance or occasional training?

Should we simplistically believe that the initial Franchise training (perhaps attended once), will bring success? Do we really believe that a Marketing campaign provided by a successful Franchisor is all we need to do??

The statistics bear out the terrible truth that most individuals do very little and trust to luck!

How about you or your people?

Are you prepared to trust to luck –or are you willing to do something about it?

Getting People to Buy You as an Individual—not just a Franchise

So what can we do differently?

What is Experimentation?

“Experimentation” is the fundamental ability to recognise, understand and define both an individuals and organisations needs, and then be able to demonstrate your own value as an experienced partner in a meaningful presentation...

Or put another way.

Listen to the individual and organisation first, build credibility of you and your organisation as you interact and then present from a position of knowledge and agreement .

Not...

Present first - probably boringly!

Ask questions later.

That’s where the 81% make their fundamental mistake!

To summarise this process simply..

- Gather the needs of the individual
- Demonstrate understanding of the organisation
- Present from a position of personal knowledge

Coupled with two key stages to make the major difference...

Key Stages:

First use the “Five Stage Process To Natural Presenting”. This can be obtained from the best selling book or download of

“...And Death Came Third! By Andy Lopata and Peter Roper.

Visit www.deathcamethird.com or buy from amazon.co.uk.

This work gives not only the stage by stage process of presenting but also how to network simply and effectively

“A must read for anyone in business!”

Former Director General of the CBI Sir Digby Jones

Second understand that the five step process outlined in the book will work for you regardless of the type of presentation, length or subject.

The process is fundamental to all presenting and should be used every single time.

Then review the process provided by the Franchisor and see what can be used to the benefit of the prospects or client.

Recognise one of the key points of our research which identify prospect dissatisfaction at receiving the same old presentation from a franchise

I.e. one size does not fit all in business!

Five Practical Tips

ONE Understand that no two presentations are the same hence the need for a simple structure to ensure success. For the best structure go back to stage one as detailed on page five!

TWO Practise! There is nothing worse than receiving a badly rehearsed presentation. It shows little respect for the person receiving the presentation and precious little for the presenters confidence. Practise and importantly, time the process!

THREE Finish on time even perhaps a few seconds ahead. For every second you go past the allotted time, you are fast disappearing in the interest of the audience. Its basic common sense and good manners – ask anyone how they feel about this and you will get hundreds of real life examples of where business simply didn't happen because of basic manners.

FOUR Be absolutely clear in your mind about the three key steps necessary to be an Experiential Presenter.

- Needs of the individual
- Understanding the organisation
- Experience provision by the presenter and their business

FIVE Look at an individual and organisation as someone to SERVE not just the next pay check, invoice or commission. Go the extra mile and help the individual; not just as a means to an end for you!

When representing a Franchise it is essential to understand that whilst the franchise may be a proven provider of service product or expertise that people will always by people first –not just the franchise they represent!

As we enter the latter part of this first decade in the new millennium its clear to all that eighties hard nosed selling techniques are simply not good enough.

Individuals and in particular those in their twenties , thirties and forties simply will not accept the old methods of sales process. Simply put they want to be sure they are dealing with individuals that take a real interest in both them and their business and how you or your team can help them.

Your steps forward

To move ahead with your business this report has outlined some straightforward steps you need to take. Follow these steps and you will gain benefits.

- Step 1:** Understand the Five Stage Process To Natural Presentation.
- Step 2:** Continue the basic process for all presentations regardless of style and duration.
- Step 3:** Recognise that no two presentations are the same and prepare uniquely for all.
- Step 4:** Practise all presentations—its common courtesy.
- Step 5:** Finish your presentation on time – or even a few seconds early –NEVER late.
- Step 6:** Gather the needs of the individual.
Demonstrate understanding of the organisation.
Present from a position of personal knowledge.
Be Experiential!
- Step 7:** Recognise the benefit that the established Franchise brings but, crucially remember that People buy People first the franchise second!
- Step 8:** **Look to SERVE all. Don't just think of what you will get from the process...**

Support for your business

You can get support for you and your business from the author of this report, Peter Roper. With prices from as little as £47 you owe it to yourself to find out more from:

www.peterroper.com

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This report provides you with several steps you can take to ensure that your business benefits from Experiential Presentation. Using this report you will be able to improve the way both individuals and your organisation as a whole presents itself to prospects and clients –which may lead to increased turnover and profits.

About the author



Peter Roper is a best selling Author, Speaker and Facilitator and has spoken to over 250,000 people in the last eleven years. He has used this experience and knowledge to help individuals and organisations present their Businesses Naturally—**In fact Experientially!**. He runs numerous workshops, facilitates on behalf of major organisations and is in high demand as a keynote speaker. Peter is Co Author of the best selling book “**And Death Came Third!**” - **The Definitive Guide To Networking And Speaking In Public.** www.deathcamethird.com