



JOB TITLE: Director of Franchise Development

LOCATION: CA,AZ,NV,OR,NM, UT

Posted: Nov 1, 2006

SUMMARY:

The Company currently operates over 600 franchised restaurants in 20 states for one brand, primarily located in the Midwest and South. The second brand operates over 300 franchised restaurants, primarily located in the West and Mid-West of the United States. They have tripled in size during the past decade, and the company's growth plan moving forward will continue to be controlled and aggressive.

An opportunity exists for an individual to become an integral part of the Franchising Department as **Director of Franchise Development**, reporting to the Vice President of Franchising

RESPONSIBILITIES:

Responsible for the aggressive recruitment of potential franchisees by soliciting multi-unit restaurant operators, developers and high net worth individuals, plans and directs franchise sales activities to attain maximum franchise units and develops effective methods for attracting new franchisee prospects, executes and achieves franchise development unit objectives by signing license agreements with new and existing franchisees. Additional responsibilities include the development, tactical implementation and communication of specific franchise development plans that are consistent with corporate strategic objectives.

- Identify, target and recruit franchise candidates within assigned markets.
- Expected sales performance of at least 15 units in one calendar year.
- Develops and executes a business/recruitment plan to sell Franchise Agreements and Store Development
- Agreements to new and/or existing franchisees as required by the applicable Strategic Growth Plan.
- Obtain or exceed assigned targets relating to the number of New Franchisees, territories, and Initial Fee Income.
- Obtain leads and concentrate efforts on selling development rights in underdeveloped markets as well as increasing appropriate existing market penetration.
- Attract qualified franchise candidates through local advertising, sales flyers/brochures, open houses, industry groups, direct mail, trade shows, etc.
- Develop and utilize creative new approaches to attract candidates.
- Deliver executive-level sales presentations to multi-unit franchise candidates.
- Properly interviews, screens, and recommends for approval, franchisee candidates to ensure all franchisee candidates meet or exceed our requirements, while complying with all Federal Trade Commission's rules and regulations.
- Enters and tracks the progress of each franchise candidate and/or deal.
- Maintains accurate records of the number of qualified candidates, their status and funds collected/pending.

- Insures that all legal, policy, regulatory and other franchising requirements are met and done so in a timely manner. Reviews and understands all legal documents, policies, procedures, regulations and manuals as required.
- Collect when due, all fees and/or funds and other monies relating to franchising activities.
- Serves as the local market function expert and as the go-to resource for franchising and licensing questions and issues from the field support.
- Develops and executes a continuous improvement Individual Development Plan designed to improve, keep current and update professional and business skills.
- Learns and successfully implements new tools of the trade as identified by direct supervisor.
- Ensures smooth transitions from franchising to development and operations departments.
- Meets with Director of Real Estate as needed to understand what real estate opportunities are available or soon to be available.
- Meets with the Market Planner to understand targeted growth areas.
- Receives applications and runs preliminary credit approval.
- Ensures existing Franchisees meet multi-site criteria
- Approves of Franchisees jointly with the Operations department.
- Reviews candidates Business Plan.
- Coordinates the “responsibility meeting” to ensure candidate has met all key company contacts and understands responsibilities.

REQUIREMENTS:

Qualifications include Bachelor’s Degree, 5-7 years experience in a franchise development or sales position, thorough knowledge of quality franchise development and sales programs, practices and procedures, good knowledge of franchise restaurant operations, excellent presentation, written and verbal communication skills; good computer skills (Microsoft Office); confidentiality a must.. Frequent overnight travel by car or plane required.

EDUCATION:

- College degree required, MBA is a plus

LANGUAGES:

English, Bi-lingual is a plus

SALARY:

\$80K - \$100K base, 30% bonus, car allowance, home office allowance

Consultant: David Ulrich

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Dick Wray shall provide equal employment opportunity to all qualified candidates, and will refer candidates without regard to race, color, religion, national origin, sex, age, disability, veteran candidates without regard to race, color, religion, national origin, sex, age, disability, veteran status or any other legally protected basis. Dick Wray shall comply with all applicable laws, rules and regulations in the performance of duties pursuant to this Agreement, including but not limited to, Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the Americans with Disabilities Act, and state and local anti-discrimination laws to the extent applicable.