



Title of Job: Vice President Franchise Development

LOCATION: Los Angeles, CA

Posted: June 2008

SUMMARY: Responsible for achieving all goals/objectives of the Franchise Development Plan and Budget. The V.P. Franchise Development will plan, develop, and receive approval for and execute the Sales/marketing strategies and tactics required to meet the Franchise plan and objectives. Position reports to the CEO.

RESPONSIBILITIES:

- Identifies targets and recruits franchise candidates.
- 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.
- Obtains or exceeds assigned targets relating to the number of New Franchisees, territories, and Initial Fees Income.
- Obtains leads and concentrates efforts on selling development rights in underdeveloped markets as well as increasing appropriate existing market penetration.
- Attracts qualified franchise candidates through local advertising, sales flyers/brochures, open houses, industry groups, direct mail, trade shows, etc. Develops and utilizes creative new approaches to attract candidates.
- Delivers 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 to complete DFS functions.

REQUIREMENTS

- Regular and reliable attendance and punctuality.
- Ability to clearly and articulately communicate with team members and Franchisees/Licensees.
- Ability to interact professionally and appropriately with all team members and Franchisees/Licensees and fit with the culture of the organization.
- Skill in using a personal computer which includes knowledge of Microsoft Word, Excel and PowerPoint.
- At least 5 years multi-unit restaurant experience.
- Excellent written and oral presentation skills.
- Proven track record of over \$5M in new Franchises.
- Independent self starter who can hit the ground running.
- Bachelor of Science Degree in Business or related discipline required.
- Ability to read, analyze and interpret commonly used financial measures and legal documents.
- Experienced in Real Estate transactions and negotiations.

SALARY:

- Salary range - \$125,000 to \$150,000
- Strong bonus potential based on Franchise growth
- Car Allowance
- Excellent Benefits
- 401K
- Stock Option/ Long Term Comp Plan

Consultant: Jim Osborn

Voice: Direct 800-710-9729 Voice: 888-875-9993 x103

E-mail: jim.osborn@dickwray.com

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.