



## Sample Validation Call Questions

### **Individual Background**

1. What motivated you to open your franchise?
2. What line of work were you in before?
3. How much time was there between leaving your career and opening your franchise?
4. Why did you choose this franchise over others?

### **Initial period**

1. Describe the training that the franchisor provided.
2. Was this adequate to prepare you?
3. What do you wish you knew before you began?
4. Did you get the support you needed during your first year?
5. What is the biggest mistake a new franchisee can make?
6. What could cause a franchise to fail?

### **Support**

1. Has the franchisor continued to provide ongoing support?
2. On a scale of 1 to 5, how would you rank the level of ongoing support you receive from the franchisor?
3. Does the franchisor offer additional or ongoing training?
4. What additional or ongoing training have you received?
5. Have you been required to pay for additional training?
6. In your opinion, does the franchisor offer too little training or too much? Do they adjust the training amount based on individual franchisees' needs?
7. Does the franchisor host annual conferences? If so, are these held in person or virtually?
8. What areas of improvement do you have for the franchisor?

### **Marketing**

1. What advertising, sales, or marketing efforts has the franchisor provided?
2. Would you say those marketing efforts were successful?
3. What areas of improvement would you recommend?
4. Is the franchisor transparent with how they spend advertising & marketing funds?
5. Has the franchisor introduced you to programs for lead generation? If so, can you describe the results?
6. What are the costs of lead generation programs? Do you consider them worthwhile?
7. Have you added specific, local programs to generate business? Can you provide an example?
8. Does the franchisor operate online or through social media or allow its franchisees to do so? If so, does your franchise do business online or through social media?
9. Are there any competitors in your area? What do you think are the major competitive advantages that set you apart?

### **Purchasing power**

1. Are you required to purchase from the franchisor or approved suppliers?
2. Do you have the freedom to purchase as you choose?
3. Does the franchisor use the collective buying power of the entire franchise to obtain discounts on supplies and/or inventory beyond what the individual franchisees could achieve? Can you give an example?

### **Franchisor Relationship**

1. How is your relationship with the franchisor? Has this changed over time? For better or worse?
2. Have you experienced any conflicts with the franchisor? If so, have they been resolved?
3. Do you feel supported by the franchisor? Do you think they care about you and your success?
4. Do you feel that the franchisor acts with your best interests in mind? Always, sometimes, or never?
5. Do the franchisor's actions seem consistently competent?

### **The Franchised Business**

1. How did you decide on a location/territory?
2. How much did you invest in getting your business up and running? Have you recouped that investment?
3. Was working capital included in that investment? How much working capital was budgeted, and over what period of time?
4. What is your current hourly commitment to your business per week?
5. How would you describe your role in the business? Is this what you expected? Can you explain any differences?
6. Have you run into any significant surprises since joining the franchise system?

### **Operating Costs**

1. What ongoing fees are you required to pay to the franchisor? Did you plan for these when you first set out?
2. Are the services that you get worth the fees that you are paying?
3. Have you encountered any surprise costs or significant expenses relating to the operation of your business?
4. Have you been required to pay for things you did not expect or were not prepared for? If so, can you give an example?



### Money

1. Going in, what were your expectations for annual revenue? Have those expectations been realized?
2. If so, how long did it take you to realize those expectations? Have those expectations changed based on internal or external circumstances?
3. How long were you in business before you reached breakeven? Was this what you anticipated?
4. What was your annual net profit (as a number or percentage of sales)? If you have been in business for several years, was that consistent with years prior?
5. What factors impact your annual net profit the most?
6. Do you have plans to do things differently in the coming year? If so, what and why?
7. Have you noticed anything specific that separates higher and lower performers in your franchise system? If so, how have you determined that?

### Time machine

1. All things considered, if you had it to do over, would you have chosen this franchisor? Why or why not?