



The Franchise Game: Discover the 7 Strategic Moves to Buying a Winning Franchise (Paperback)

By Colleen L O Brien

Barnum Media Group, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Franchise Game is THE ultimate guide to understanding the discovery process when reviewing a franchise for potential purchase. Take Calculate Risks. Act Boldly and Thoughtfully! - Ray Kroc, McDonalds Inside The Franchise Game, Colleen L. O'Brien will teach you the 7 strategic moves to buying a winning franchise and the top ways a franchise candidate blows it early in the process when researching a franchise business. So many of us want to have our own business, and many try to purchase a franchise. The sales process for a franchise really is more of a game, with unwritten rules that few people understand. Also, find out if a franchise is the best business format for you to pursue right now. In my experience in the franchising world, taking a concept to over 700 franchises, I have interacted with numerous franchise experts. The multiple conferences and franchising seminars I have attended are crowded with intelligent people that are savvy in this industry. I can honestly say that although there are many good people in the industry the true professionals are...

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