



Online®

Strategic Franchise Webinar Series

INTERNET BUSINESS SOLUTIONS

5 Key Strategies to Building Exclusive Territories and Maximizing Revenue

Text Questions to Dan Martin: 858-254-8360

Featuring IFX Strategic Partner



A service of Geographic Enterprises

Your Hosts



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About IFX Online: Strategies & Technology 200+ Zors, 20,000+ Zees



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IFX Strategic Franchise Conference – Nov. 30-Dec. 3, 2011
San Diego, CA – www.ifxconference.com

About GeoMetrx



GeoMetrx is a service utilized by many Franchisor's for Territory Development and Site Selection. Since the application was launched, GeoMetrx has helped our clients create and sell hundreds of territories nationwide.

- Geographic Enterprises Founded in 2005
- Over 30 Years of combined industry experience
- IFX Strategic Partner
- Specializing in Territory Mapping
- Some of our Franchise Clients:



Strategy Overview



Text Questions to Dan Martin: 858-254-8360

Strategy #1 Be Proactive

Strategy #2 Use Fresh Data

Strategy #3 Consider Using Geographies that Rarely Change

Strategy #4 Build Greater Value for your Franchisee

Strategy #5 Utilize Technology to Win Business

Strategy #1



Be Proactive:

- **Build out territories in markets before you have interest**
 - Maximize the number of profitable territories a market can support
 - Don't let prospective buyers cherry-pick
 - Increases your negotiating power with your “available territories”



Strategy #2



Use Fresh Data – New Technology:

- **Access to Up-To-Date Data is critical**
 - **Maintain a data source that updates at least yearly**
 - **In rapidly growing markets, like the Dallas/Fort Worth Metro, population increased by over 25% from 2000 to 2010.**
 - **If your franchisee fee is based on population, growing areas will equate to greater revenue**
 - **Be wary of free data providers**
 - **Free sources generally provide access to outdated data**

Strategy #3



Consider Using Geographies that Rarely Change:

- **ZIP codes are commonly used to define territories**
 - ZIP codes are recognizable
 - The USPS can change ZIP codes every month
- **Consider using Census Tracts or Census Block Groups**
 - Rarely Change
 - Only after the Decennial Census
- **Make sure your data is tied to your territory geography**
 - Eliminate territorial conflict
 - Instill confidence in your franchisee with their investment

Strategy #4



Build Greater Value for your Franchisee:

- **Easily Accessible Business Data customized for your Territory**
 - **Ideal For B2B Franchise concepts**
 - **Create HIGHLY targeted prospecting lists**
 - **Prospecting lists can speed the sales process**
 - **Enables your franchisee to hit the ground running**
 - **Influences royalty growth**

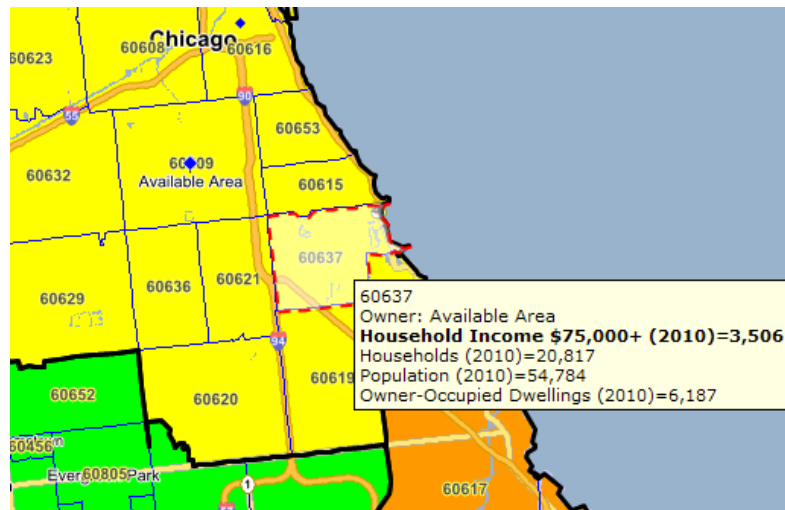
Business Name	Employees Here	Employees Total	Sales Volume	NAICS Code Primary SIC	Address	City	State	Zip	Phone
Daisy Flowers	5	5	240000	453110	626 Cherry Ave	Long Beach	CA	90802	(562) 434-7999
Flowers On 7th	3	3	140000	453110	3906 E 7th St	Long Beach	CA	90804	(562) 434-5639
Belmont Florist	2	2	82000	453110	236 Molino Ave	Long Beach	CA	90803	(562) 438-2837
White Rose Florist	2	2	120000	453110	2711 E Broadway	Long Beach	CA	90803	(562) 434-0593

Strategy #5



Utilize Technology to Win More Business:

- **When prospective franchisees call for info, give it to them!**
 - **Use a web-meeting service like www.Join.Me, its FREE!**
 - **Dive right into to your mapping software**
 - **Show them available areas**
 - **Create new territories with ‘on the fly’ data**



Strategy Review



Strategy #1 Be Proactive

Strategy #2 Use Fresh Data

Strategy #3 Consider Using Geographies that Rarely Change

Strategy #4 Build Greater Value for your Franchisee

Strategy #5 Utilize Technology to Win Business

Contact us



To contact Geographic Enterprises about GeoMetrX, go to:

www.ifxonline.com/partners

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