

# The Perfect Resource to Help Your Franchisees Grow

**ACCELERATE** is designed for **B2B & B2C brands and Franchisees** to help reignite their passion and execution of **local area marketing & sales processes** while being in alignment with their brand's standards.

## Perfect for:

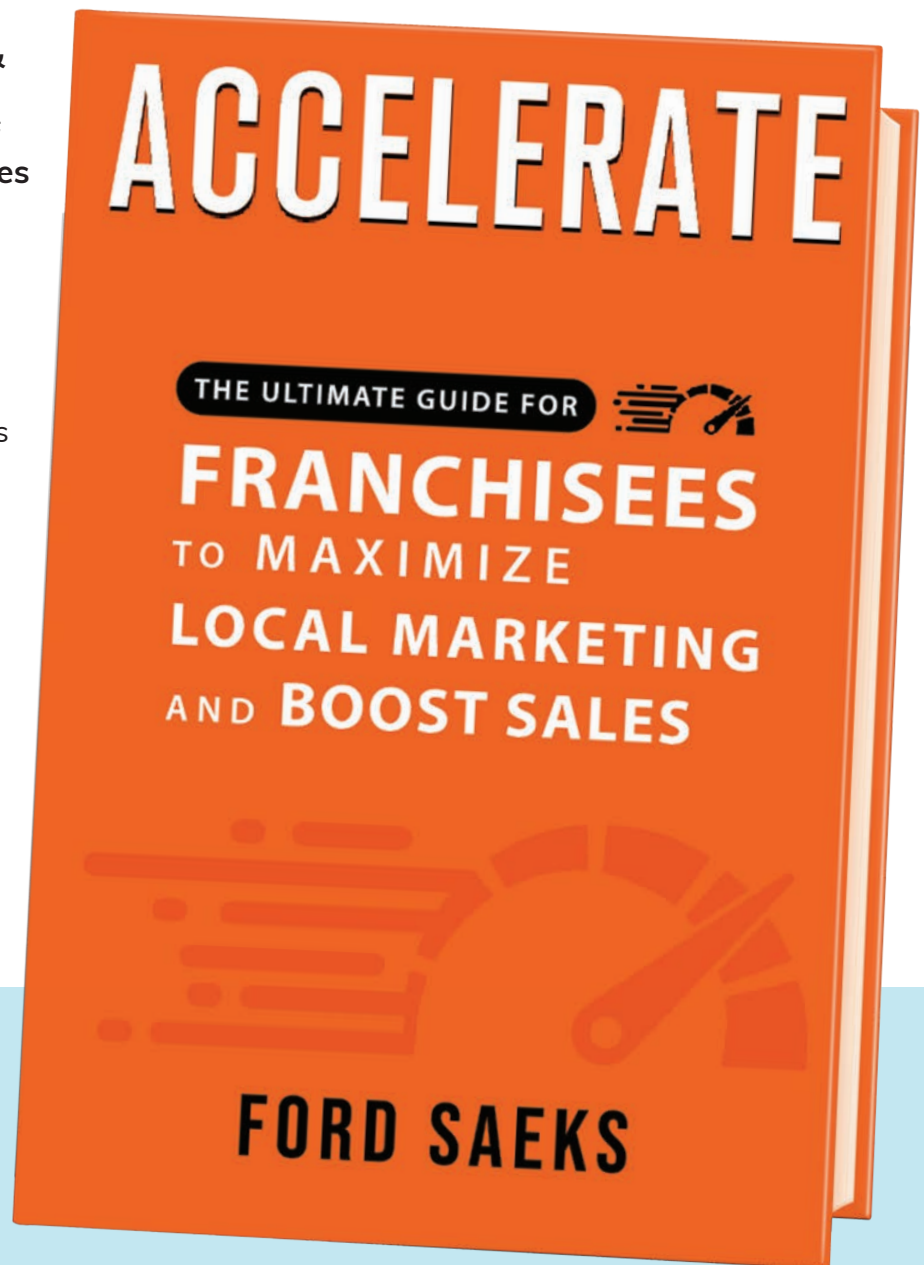
**Franchise brands** looking for onboarding and training tools to help your franchisees take control and accountability of their local area marketing & sales efforts.

**Franchise owner-operators** wearing multiple hats and struggling at times to generate and keep a steady stream of new and repeat business.

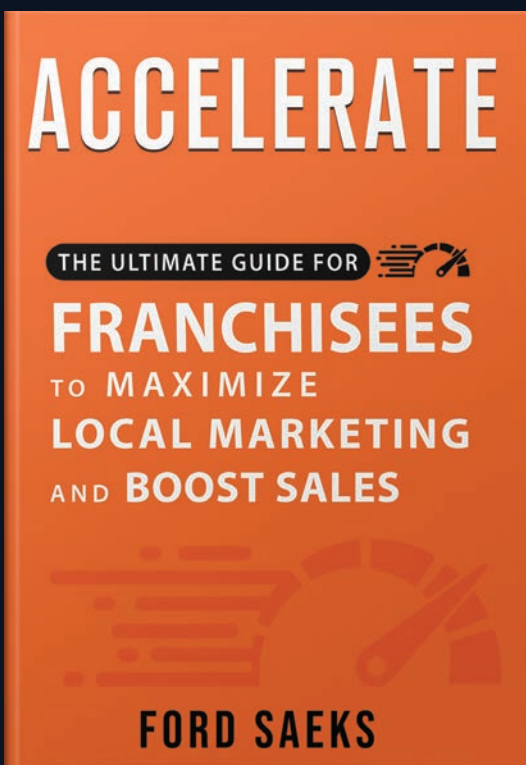
**Top producers, single or multi-unit franchise owners** who want to stay competitive, capture market share, and create sustainable growth.

## In this comprehensive guide, you'll discover how to:

- Develop a winning marketing mindset and reach your target audience effectively
- Create customer-centric experiences and encourage customer loyalty
- Improve your local marketing to effectively reach and engage your target audience and increase brand awareness in your community.
- Overcome staffing challenges and build a strong, reliable team
- Improve your sales skills to handle objections and close deals.
- Get more referrals and effectively prospect for leads to grow your customer base
- Comply with brand guidelines while still making an impact in your local territory
- Leverage local resources and partnerships to benefit your franchise and create a stronger presence
- And much more...



Paperback



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*Ford Saeaks*  
Business Growth Accelerator

Ford specializes in helping franchisees dominate their local markets, enhance the customer experience, and improve business success. His efforts have helped companies generate over a billion dollars in sales worldwide. From start-ups to Fortune 500s, Saeaks is widely recognized as consumer trends and growth expert. With over three decades of franchise experience as a keynote speaker and consultant (ranging from retail to wholesale), he has founded ten companies, authored six books, secured three U.S. patents, and received numerous industry awards. From grassroots to Google, Ford provides audiences with fresh perspectives and doable tactics to resolve marketing, operations, and growth challenges.

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