

# FranchiseDifferent

*If you are having trouble growing new franchise locations or maybe your existing units are struggling with lagging revenue...then maybe it's time to FranchiseDifferent!*



## FranchiseDifferent is All About Getting Franchisors More New Units & Growing Revenue for Existing Franchise Owners!

Bobby Richardson is a marketing & branding expert with BroadMoar. Bobby started his 18-year career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group.

In his over 30 years, Bobby's position allowed him to work with many iconic companies. These unique experiences earned him knowledge, invaluable skills, and taught Bobby what works best and what common mistakes to avoid.

Over the years, I have worked with business owners to increase revenue, grow margins and increase customer experience. Many of the business owners I met at trade shows where I spoke were franchise owners or entrepreneurs looking to buy a business.

I was engaged by several to attend meetings with franchise recruiters to evaluate several franchise opportunities. After nearly a dozen meetings, it was painfully clear that franchise groups were experiencing major issues.

From the years of my experience working with potential buyers and franchisors themselves, I saw a great to create a new marketing strategy in this market. FranchiseDifferent was that creation!

FranchiseDifferent is all about the customers' experience. My years at Apple and other iconic companies like Disney, Nordstrom, FedEx, The Ritz Carlton helped me to take lessons I learned from these incredible companies, which I incorporated into FranchiseDifferent.

The results I look for when I work with franchisees, franchiseors and non-franchise businesses are really three main things.

- 1) Increase revenue to make the owner very happy.
- 2) Increase customer sticky-ness (Retention)
- 3) Teach staff how to engage, to maximize customer experience using our proven marketing method called "**REACTION MARKETING**" with the 4 dynamic principals.

To get started with the "FranchiseDifferent" process, we'll send you a few questions, and once you return those to us. Bobby and one of our senior advisors will come to your place of business to work together to layout a strategic plan with you and your team members.

Talk to a BroadMoar Advisor for details.

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CONSULTING GROUP

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