

# Franchise**Different**

Whether you are having trouble growing new franchise locations or your existing units are struggling with lagging revenue...then it's time to Franchise**Different**



## Franchise**Different** is All About Getting Franchisors More New Units & Growing Revenue of Existing Franchise Owners!

BobbyGrant Richardson is a marketing & branding professional with BroadMoar. He started his career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group for over 10 years.

Over the past four decades, BobbyGrant has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx, Paramount Pictures and The Ritz Carlton. Building on his unique experiences, with these companies, he learned what works best and what mistakes to avoid.

Because of those experiences, numerous trade show and industry event coordinators invited him to present. He met many entrepreneurs, business owners and franchise groups. He worked with them to increase revenue and grow margins while increasing customer experience and customer service issues.

Many business owners engaged BobbyGrant to meet with franchise recruiters to evaluate several franchise opportunities. After nearly a dozen meetings, it was clear that franchise units were not meeting revenue projections and most were becoming unhappy with franchisors.

To help with the issues and challenges, he created Franchise**Different**. Franchise**Different** combines several of his proven marketing methods called "**REACTION MARKETING.**" Reaction Marketing combines his proven three-step process used by over 200 companies and his modified version of the four dynamic principles used by Disney, Nordstrom and the Ritz Carlton.

With Franchise**Different** we first look at three main things:

- 1) Increasing revenue to make the owners healthy
- 2) Increasing customer sticky-ness or retention
- 3) Teach staff how to engage with customers to maximize the customer experience

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CONSULTING GROUP

[www.broadmoarconsulting.com](http://www.broadmoarconsulting.com)

Contact a BroadMoar Advisor today to see if Franchise**Different** is right for your company.

[contact@broadmoarconsulting.com](mailto:contact@broadmoarconsulting.com)