

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 is a marketing & branding expert with BroadMoar. He started his 18 year career with Apple Computer as a 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, Coca-Cola, FedEx, Paramount Pictures, and The Ritz Carlton. Building on his unique experiences with these iconic companies, he learned what worked best and what mistakes to avoid.

Because of those experiences, he was asked to speak at numerous trade shows and industry events. He met many entrepreneurs, business owners, and franchise groups. He worked with a number of them to increase revenue and grow margins while improving 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 some franchise units were not meeting revenue projections and most were unhappy with the franchisors.

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

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

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