

Franchise Manual Development

FranMan[®]
FRANCHISE MANUALS

Protect your Brand with a consistent customer experience.

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Ensuring that the customer is very satisfied.



PAGE 59

Procedure for handling customer complaints.



PAGE 82

Promoting teamwork to increase service.



PAGE 118

Most effective suggestive selling techniques.



PAGE 167

Registering customers to our loyalty program.



Manual Production Services get your manual current...

Does your franchise operations manual reflect your system standards?

The customer experience is the driving force behind a successful franchise system. Your system standards are the procedures and protocols that duplicate the customer experience throughout the franchise system. Your manual must reflect your current system standards. A professionally produced manual by FranMan will be the cornerstone of your system standards.

Does your franchise operations manual assist with franchisee compliance?

One of the most important responsibilities of the franchisee is compliance with your system standards. The franchise operations manual is the most efficient way to communicate your system standards to your franchisees. A manual by FranMan will be one of your most powerful tools for franchisee compliance.

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Can your franchise operations manual help sell franchises?

A well-prepared franchise operations manual demonstrates that you care about your franchisees' success and is an excellent indicator of a high-quality initial training program. You will feel proud to present a franchise operations manual by FranMan as proof that you have a thoroughly-documented system for success.

Online Manual Services keeps your manual current.

Can you search your franchise operations manual?

The powerful search feature of The Online Manual by FranMan allows franchisees to quickly find what they are looking for, even down to the content of documents in the document library. Ease of use means that your operations manual won't "collect dust"!

Do you struggle to keep your manual current?

The wiki-style manual update process of The Online Manual by FranMan makes maintaining an up-to-date manual as easy as a click of the mouse, ensuring that your manual is relevant and viewed as a credible resource by your franchisees.



Is it difficult to notify franchisees of manual updates?

With FranMan's Online Manual the system does all of the work for you. One click can tell FranMan to notify every user of changes to your system standard. From there, we track who has and who hasn't viewed the updates. This gives your field representative a "heads up" prior to site visits.

Can you track franchisee activity in your manual?

User Tracking is a feature of FranMan's Online Manual that will let you see exactly where each user has been in your franchise operations manual. This will let you know where you need to focus your attention on manual updates and franchisee training.



We hired FranMan to complete our operations manual after another manual company dropped the ball. FranMan helped us get our manual completed in a very efficient and quick manner. We now host our manual online and have found that it's super easy to make changes and additions to content. We also have the ability to track user activity which helps us understand what parts of the manual are being used the most. We are very happy with the service. **Eileen O'Toole - Manager of Training and Recipe Development, The Häagen-Dazs Shoppe Company, Inc.**

I highly recommend Kit and his team at FranMan for any company seeking to create and implement an Online Operations Manual. Franman made this entire process as easy as possible, he brought new ideas to the table we had not thought of and took care of everything we asked for and more. The final product of our online manual has simply surpassed our expectations. **Chastity Hueser, National Sales Ops Mgr - Service, Systems and Process, Cricket Communications, Inc.**

Gary is creative, comprehensive and cost-conscious. It's rare that you find all three of those characteristics in one person. He's always been there when I needed him, and I know I'm going to get what I need. I have complete trust in FranMan. **Jim Richardson - Executive Director, Licensing, Panda Express**

We hired FranMan f to re-write our entire franchise procedure manual and to host our online manual. The RadioShack franchise system has been around for years, so we had a significant compilation that was written by different people over many years. Having the FranMan team involved allowed us to do a full overhaul, fill in missing processes, and get our manual moved online much quicker than we could have done it internally. I was very happy with my decision to hire FranMan. **Steve Madsen - Director, Franchise Systems, RadioShack**



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