

What is the Success Dynamics concept?

The Success Dynamics concept is based around our very well-known personality profiling measurement tool which is a psychometric instrument. We have recently changed our model from individual representatives to a franchise model and hence we are looking for entrepreneurs who want to start up their own business. This will be done with the full support and backing of the Success Dynamics Head Office, who will be supplying a world-class product manual, backed up by an equally effective and thorough operations manual.

Why is it such a viable business model?

Success Dynamics has been operating in a largely reactive manner for over fifteen years. Within the past 18 months, we have noticed an increased interest in our products, and have therefore decided to change our marketing approach to the well-known franchise model, and become much more pro-active. This will enable us to achieve better coverage throughout the British Isles, and help us to penetrate both the public and private sectors – for example, our largest client is the NHS in Scotland. And with 25-30 franchises spread throughout Great Britain, we feel that we have a much better chance of achieving increased market share, particularly since we have just finished completing our sophisticated web-based system.

What/who makes a suitable franchisee?

It is very important that the individual is able to communicate at senior level. It is also important that the franchisee is mature and has a sound business background. He/she should be entrepreneurial in outlook and personality, and fully understand the relationship between risk and reward. The franchisee whom we select must be passionate and enthusiastic about the product and realise the potential that it has for saving the customer tens of thousands of pounds.

Is experience necessary, then?

No experience in psychometric profiling is required, as we give full training in both the product and in sales. It is helpful, however, that the franchisee understands sales

psychology and believes in the buyer/seller relationship. It is also a great asset if the franchisee subscribes to the premise: "To get what I want, I have to help enough other people to get what they want".

Can you describe a typical day for a franchisee?

After training, the major activity for the franchisee is based around finding potential customers and making presentations to those potential customers in their offices. The franchisee can work from home if he/she does not have an office, and the day would usually start with routine admin, i.e. checking of emails, invoicing, and other routine correspondence. This would be followed by the franchisee making marketing calls to prospective clients with a view to arranging future visits. Visits should be arranged for Monday/Wednesday/Friday, with Tuesday and Thursday being set aside for telephone contact and other forms of local marketing designed to secure prospects. After the franchisee has established him/herself, they will then want to devote some time each week to recruiting and hiring prospective salespeople. But the major part of each day, every day, should be devoted in some way towards either finding prospects to present to, or actually making those presentations to interested prospects.

What should someone do if they are interested in becoming a franchisee?

The first step is to arrange an appointment with the Managing Director of Success Dynamics at their Head Office in Croydon. He will then make certain that at least two other directors are present, for the purposes of fully explaining the product, its benefits and how those benefits will save the customer money. During this 90-minute interview, the prospective franchisee will have a full Personality Profile carried out on them, and will be fully acquainted with the balance of the product range, including JobScan, Sales Aptitude Indicator and Structure Interview. Dates for the training course will be discussed and agreed, and the franchisee told that the final selection will be based on a post-training evaluation.

What are both the short and long term benefits for franchisees?

The short term benefits can be considerable, in that the initial investment, compared to other franchise opportunities, is disproportionate to the size of the earning opportunity.

Moreover, compensation to the franchisee is paid immediately following the customer having paid for the product. The personality profiling tool and the various packages attract a commission of 70% of total commissionable value. In the longer term, these sales can lead to important team-building, benchmarking and other types of management consultancy, upon which 85% is paid to the franchisee, on the very much larger average order value. The benefits from achieving psychic reward cannot be overstated, since it becomes clear to the entrepreneur from the beginning that he is actually helping his customer to save money, by eliminating costly mistakes in the hiring, recruiting and teambuilding process.

What does the future hold for Success Dynamics, and do you see the brand/concept evolving further?

Success Dynamics has two international franchises – one in Madrid and the other in Tokyo. We made the mistake in the early days of trying to establish an international market before developing the local opportunity. This is one of the major reasons why we have gone with the franchise model, and we will be developing the UK over the next 24 months, while remaining alert to other international opportunities. We will continue to promote our Success Dynamics brand, both nationally and internationally, while always being on the look-out for complementary systems which will further enhance the franchisee's earning opportunity.