

Overcoming Buyer Objections: Olson & Associates

1. How much money can I make? How can you help me figure out how much I can make? To be blunt, can I make \$100,000 with your franchise. I certainly don't want to waste your time or mine.
2. What are your profit margins? Gross revenues?
3. What kind of territory protection do I get? Why so small? How do your franchise owners feel about this? Has this created problems for you?
4. What kind of royalty fees do I have to pay? What do these fees buy me? Once I'm up and going, do you give me discounts since you won't need to spend time with me?
5. Have you personally owned your own business? Have you considered owning one of your own franchises? Why or why not?
6. Why should I choose your franchise over your competitors?
7. Do you have company stores? I understand that can create problems for the franchisees.
8. Do you have any failed franchisees? I had one in my town? Why didn't they make it?
9. What does your CEO plan on taking your franchise system? Where do you see the organization in ten years?
10. What are the major benefits of owning your business?
11. What happens if the franchise ownership changes hands?
12. Can I put together my own marketing pieces? I've got ad background!
13. I just bought a new van, why do I need another?
14. Why am I paying for the name? I don't have any franchises near me?
I can't co-op my advertising.
15. I want a business I can work part-time.
16. Are your franchisees happy? Any litigation?
17. How can I compete against your competition?
18. Isn't your competitive market already saturated?
19. Isn't this just another fad?
20. How come I only get 1 mile protection?
21. Your royalties are too high.
22. You certainly are making a lot of money from your franchise fees!
23. How can your national ad fund possibly benefit my store?
You don't have brand awareness in my market. How are you going to build name recognition so I can get customers?
24. Why do I need corporate approval for local advertising? Seems restrictive!
25. Your Agreements are extremely one-sided.
26. How much money can I make? I'm looking for six figures a year to make it worthwhile.
27. What are your profit margins?

28. What kind of royalty fees do I have to pay? What do these fees buy me? Once I'm up and going, do I get discounts since you won't need to spend time with me?
29. Why should I choose your franchise over your competitors?
30. Do you have company stores? I understand that can create problems for the franchisees.
31. Do you have any failed franchisees? Why didn't they make it?
32. I like what I see now, but what if you sell your franchise company? Or worse yet, what if Corporate fails? Aren't I pretty much screwed?