



## Communication DNA

### *Retail Franchisee Communication Case Study*

***“Know Your Franchisee’s Communication Style”  
to Transform Business Performance***



DNA Marketing is a turnkey online behavioral marketing process. The system uses the Communication DNA profile to improve business performance by continuously helping to emotionally engage Franchisees with your firm and provide them with a customized service experience.



# DNA Marketing System

## Transform Your Business Development Process

*Adapt to Your Franchisees and Staff from the First Interaction Using the Communication DNA Profile and Intelligent Systems*

The DNA Marketing System utilizes the Communication DNA Profile. The Profile is a 12 question, independently validated personality profiling tool that uncovers key aspects of your Franchisee's communication style. This information provides you with the resources you need in order to adapt to your



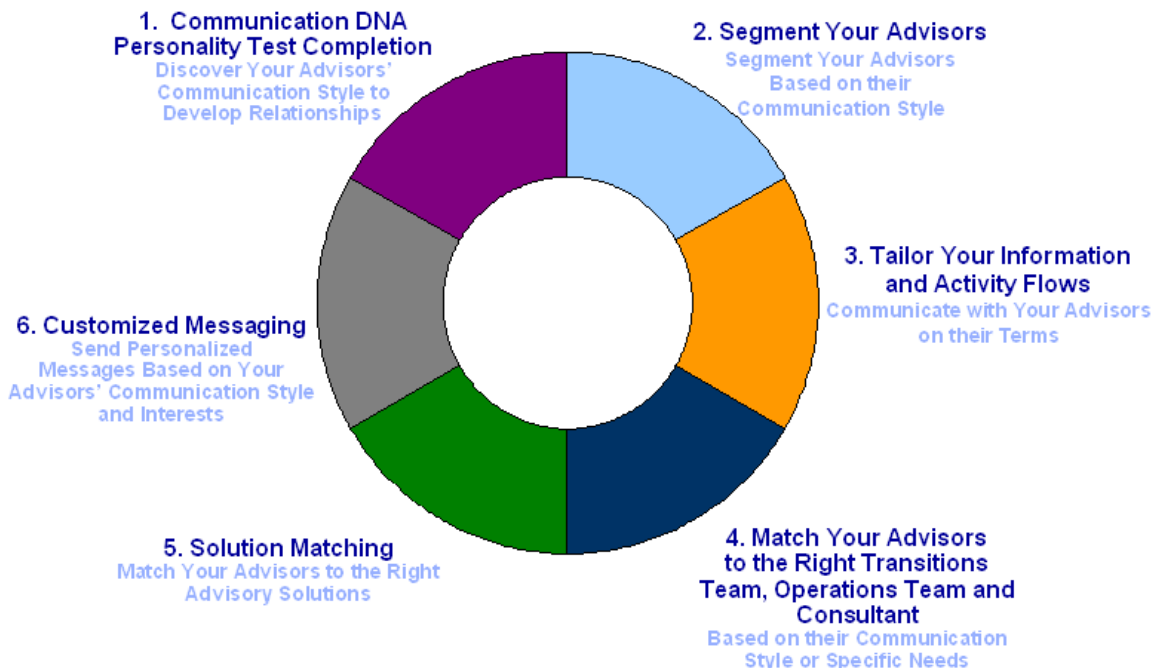
Your Business has 4 primary types of clients



The one page Communication DNA report focuses on communication keys, life and financial motivations to build greater relationships and more easily connect with others.

Franchisee.

Our DNA Marketing System connects the communication keys, life and financial motivations of your Franchisees and prospects to the right choices via your website and contact management system.



# The Enterprise Solution: CDNA in Franchise Network

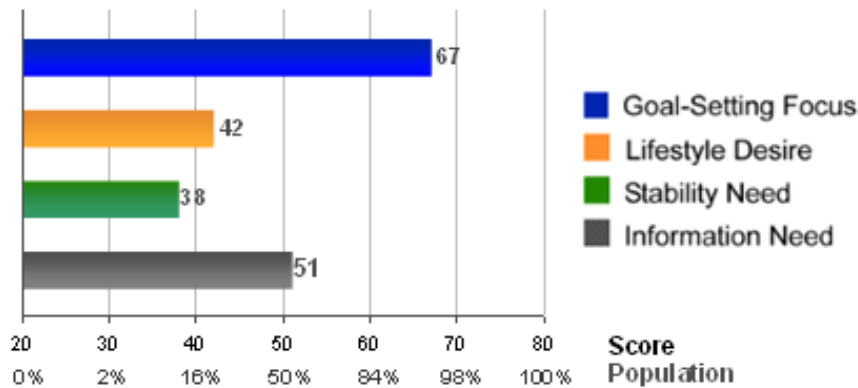
*When and how do you engage the Franchisees to complete the CDNA profile?*

Bus Development Objective	Timing of Franchisee Profile Completion
<b>Recruiting</b> to engage Franchisee prospects in a “people first” firm and customize communications during sales process	Franchisee prospects to complete online on website or during meeting 1 or 2
<b>Transitions</b> to improve connection and customize service to Franchisee and his/her team	Franchisee and his/her team complete
<b>Marketing</b> to improve overall firm communications, collateral and continuous engagement	Continual proactive encouragement to Franchisees to do profile.
<b>Service Center</b> to improve standard of service	Continuous requests to Franchisee and his/her team to complete when support is requested
<b>Training Department</b> to improve communication in workshops and webinars	Before or during trainings. Available on e-learning platforms
<b>Franchisee Performance/ Coaching</b> to improve performance and interaction with Franchisor	Before or during review meetings with Franchisor
<b>Business Consulting</b> to customize interaction with the Franchisee, and predict Franchisee strengths and struggles for customizing services and improving performance	Before or during the provision of services as part of information gathering
<b>Product Solutions</b> to tailor the information flows for provision of products and also customize style of product offerings	Make it mandatory for new launches of sites or new product ranges.

# Alex (AP Bus Dev't) - Goal-Setting Focus

*Alex needs to be aware of his style when communicating with Franchisees*

## Alex – Bus Development Mgr



Your Primary Communication Style:

**Goal-Setting Focus**

Lifestyle Desire

Stability Need

Information Need

**A person who is focused on goals is interested in opportunities to expand their world.**

### You would like to be communicated with on the following terms:

- Provide Options when Communicating
- Communicate Directly
- Get to the Bottom Line
- Focus on Returns

Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**  
Desire to Influence
- **Meeting Conduct:**  
Formal Style
- **Financial Approach:**  
Goals
- **Information Requirement:**  
Present the Big Picture
- **Risk Approach:**  
Present Risk/Reward
- **Relationship Management:**  
Provide Contacts
- **Service Delivery:**  
Be to the Point
- **Learning Style:**  
Allow for Discussion of Ideas

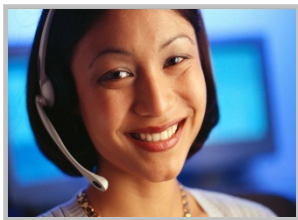
# Franchisees: Using Communication DNA

*Alex needs to ask Franchisees the DNA Ultimate Engagement Question:  
How do you wish to be communicated with?*

Alex uses his CRM to get real time CDNA Profile data access for each call



**Alex**  
**Bus Development  
Manager**  
**Goal-Setting Focus**



**Judith**  
**Franchisee 1**  
**Goal-Setting Focus**



**John**  
**Franchisee 2**  
**Lifestyle Desire**



**Sarah**  
**Franchisee 3**  
**Stability Need**



**Laura**  
**Franchisee 4**  
**Information Need**

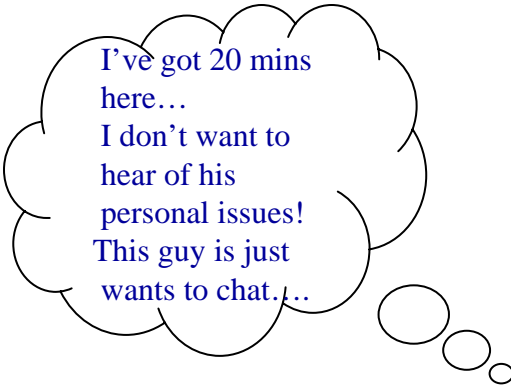
	Franchisee 1: Goal-Setting Focus	Franchisee 2: Lifestyle Desire	Franchisee 3: Stability Need	Franchisee 4: Information Need
Manager: Goal-Setting Focus	Green	Yellow	Red	Yellow
Manager: Lifestyle Desire	Yellow	Green	Yellow	Red
Manager: Stability Need	Red	Yellow	Green	Yellow
Manager: Information Need	Yellow	Red	Yellow	Green

Bus Dev't Manager is more likely to naturally engage with some profiles and then less with others hence requiring more behavioral modification

- Minimal modification required
- Some modification required
- Significant modification required

# BD Manager Approaching a Franchisee

## Scenario 1 – BEFORE Communication DNA Profile Completion

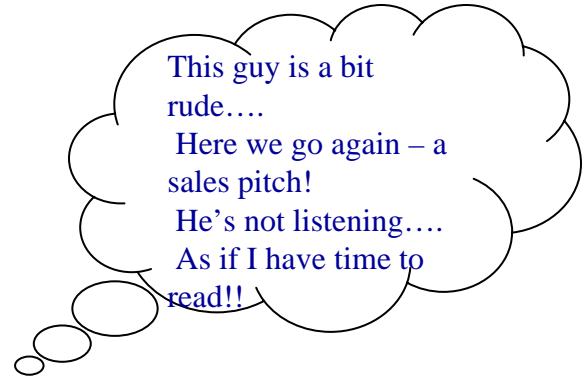


**Conversation – Bus Dev't Manager relates through his lens**

How's Business .....

How are you handling the compliance issues?...

Great new initiative about to be launched. All the details are in the document here  
.....



**Conversation – Franchisee**

Yeh not bad.....could be better...  
Personally I am finding  
.....

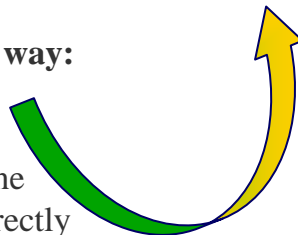
Compliance load is incredible at present. What we .....

Another new idea.....



**Bus Dev't Manager has a Goal Setting Focus and will naturally Communicate this way:**

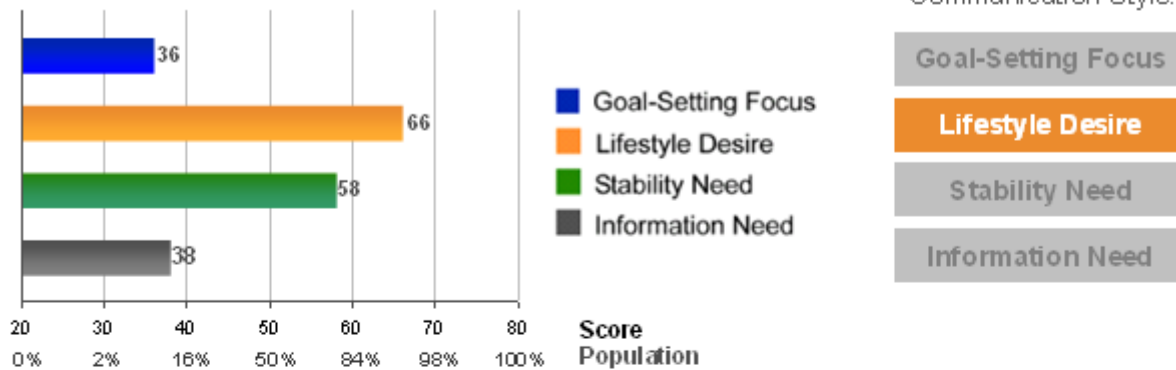
- Provide Options
- Get to Bottom Line
- Communicate Directly
- Focus on Returns



**The Issue: How does the BD Manager need to adapt his communication to connect with the Franchisee?**

# John (Franchisee 2) – Lifestyle Desire

## John – Franchisee 2



**A person who is focused on lifestyle desires status, affluence and fun.**

### You would like to be communicated with on the following terms:

- Use Verbal Communication
- Present Broad Facts
- Openly Express Thoughts and Opinions
- Communicate with Enthusiasm

### Your preference would be to have products and services provided to you recognizing the following:

- **Life Need:**  
Desire to Build Lifestyle
- **Financial Approach:**  
Spending
- **Risk Approach:**  
Set Boundaries
- **Service Delivery:**  
Interactive
- **Meeting Conduct:**  
Make it Fun
- **Information Requirement:**  
Use Graphics
- **Relationship Management:**  
Invite to Social Events
- **Learning Style:**  
Intuitive and Instinctive

# BD Manager Engaging With Franchisee

## Scenario 1 – AFTER Communication DNA Profile Completion

This guy is a  
Lifestyler - ADAPT  
He gets up to some  
interesting stuff....  
He seems open.....

This guy is a good guy....  
Heh we're on the same  
page.....better than the  
last Manager....I wonder  
what this guys got to  
offer....

### Manager Now Adapts His Conversation Style

What have you been up  
to?... you look great...

How's things for you  
.....

I imagine you are finding  
the compliance load a  
burden like most others....

Bus Dev is about to  
launch....I think it would  
work for your clients.....

### Franchisee Response is More Open

My weekend was  
awesome.....could be  
better if I got more  
sleep.....

Personally I am a little  
stretched .....

Compliance load is  
incredible at present. What  
we .....

Another product  
range...talk to me about  
it...



### Natural Communication Keys for BD Manager – Goal Setter

- Provide Options
- Get to the Bottom Line
- Communicate Directly
- Focus on Returns



### BD Manager Now Adapts to the Franchisee's Communication Keys – Lifestyle Desire

- Use Verbal Communication
- Openly Express Thoughts & Opinions
- Present Broad Facts
- Communicate with Enthusiasm

# BD Department Communication

*How do the BD Departments Communicate with a Lifestyle Desire Franchisee?*

Business Development	Customized Communication to Lifestyle Desire Franchisee
<b>Recruiting</b>	Say who main BD players are Overall lifestyle opportunity Invite to a networking event
<b>Transitions / Changes</b>	Minimize the details Use graphics Set timelines
<b>Marketing</b>	Make the Franchisor seem fun Provide engaging interaction Allow to speak at conferences and workshops
<b>Service Center</b>	Be enthusiastic Minimize details Ask them a non-business but lifestyle focused question
<b>Training</b>	Engaging classroom presentations Interactive case studies
<b>Performance/Coaching</b>	Be interactive Set boundaries to help them focus
<b>Business Consulting</b>	Use graphics and illustrations Allow brain storming discussions Present broad facts
<b>Product Solutions</b>	Tell them who is involved Provide high level summary only Hold group discussions to present