



Franchise Ownership Briefing

Dominican Republic





Who is Crestcom?

- **Crestcom was founded in 1987**
- **Developer of a video- live-facilitated management and leadership training program called the ‘Bullet Proof Manager’**
- **Over 200 franchisees in 60 countries, -Currently available in 25+ language versions**
- **Available in Spanish since 1995**



Why Crestcom?

- **Ability to generate executive-level income**
- **Franchise owner candidates are invited to attend initial training before purchasing a franchise**
- **Ongoing training and support for franchise owners (including global and regional meetings and training every 6 months)**
- **Local and regional support**
- **Provide world class management & leadership training for your clients**



Why Crestcom?

- **Crestcom supports & maintains excellent relationships with its franchisees**
- **Flexibility of working from a home office if you choose to**
- **Highly effective sales and marketing process to introduce the program into your market, on-going measurement and client satisfaction tools**
- **Outstanding client satisfaction; greater than 98% of Crestcom clients world-wide have reported the Bullet Proof Manager met or exceeded their expectations**
- **Monthly training is facilitated in 4 or 5 star hotels, or professional venues**

The top banner features a close-up of a person's eyes looking through a circular lens. The background is a warm, reddish-orange color with a grid pattern and faint binary code (0s and 1s). The Crestoom logo, which includes the text 'CRESTOOM' and 'TRAINERS TO THE WORLD' on a banner, is overlaid on the lens. The title 'Target Market' is written in a large, white, serif font on the right side of the banner.

Target Market

- **Small to medium-sized companies with as few as 10 employees up to, and including; Regional and Multi-National companies with 100's & 1000's of employees**
- **New and mid-level managers (most in need of training)**
- **Existing clients (repeat business)**
- **Both Private and Public sectors**
- **Public training for most clients, and private 'in-house' training for large clients**
- **Ability to provide client training in multiple locations & countries via our Multiple Area Sales Agreements (MAS)**



Franchisee Profile

- **Prior professional & management experience**
- **Entrepreneurial spirit and drive - seeking a high level of income**
- **Sufficient financial resources to start own business**
- **Confident, & possessing good presentation skills**
- **Effective networking ability**
- **Self motivated and able to build *your* business independently**
- **Strong 'Customer Service' mentality**
- **Belief in the value of management and employee development programs**



What do franchisees do?

- **Spend 85% of your time building your client base (sales and marketing) & 15% of your time facilitating & delivering training for your clients**
- **Develop strong social networks to promote the Crestcom training program**
- **Reinforce and build on existing client relationships**
- **Focus on Management Skills Development utilizing Crestcom's flagship Bullet Proof® Manager training program**
- **Leverage the world-wide network of Crestcom clients and franchisees**



Sales Process

➤ **Structured sales process**

- **Company and ‘decision maker’ identification (President/MD/CEO)**
- **Initial telephone call**
- **30-minute meeting (Executive Overview)**
- **2-hour hands on training program for potential client’s management team (Management Skills Workshop)**
- **Enrolment of clients into monthly program**
- **Follow up monthly and quarterly to ensure client satisfaction**



Training structure

- **4 hour session once / month for 12 months – 2 modules delivered back-to-back in a ½ day**
- **Only 2 skills are covered per ½ day session, for measured ‘step-by-step’ development**
- **30-minute video introduction by a recognized expert - followed by 90 minutes of practical application and small group exercises, ending with individual action plans**
- **Modular sessions (clients may begin any month)**
- **Monthly feedback from participants, and 3-month follow-up meeting with clients**



Support

- **Initial training in all areas of operating your franchise**
- **Sales and facilitation support**
- **Access and use of proprietary sales & marketing tools**
- **Weekly in-house magazine “Best of Crest” – outlining tips for success, best practices, and listings of new global clients**
- **Personal, and online instruction**
- **Mentoring**
- **International and Regional Meetings**
- **Quarterly regional conference calls**



Awards



Success Magazine

Franchise Gold 100 (Top 100 Franchises)

Crestcom International #1 Management Training Franchise

Entrepreneur Magazine

Franchise 500 issue

Crestcom International #1 Management Training Franchise

Entrepreneur International

America's Top 200 Global Franchises

Crestcom International #1 Management Training Franchise

Income Opportunities Magazine

Crestcom International #1 Management Training Franchise

Entrepreneur International

America's Top 57 Global Business Services Franchise

Crestcom International #1 Management Training Franchise



Common questions

- **How much does it cost?**
 - **License fee - \$75,000**
 - **Minimal additional start-up expenses**
- **What do managers pay?**
- **What is the royalty structure?**
- **Do you support absentee ownership?**
- **Does Crestcom have competition?**



CRESTCOM



TRAINERS TO THE WORLD

Thank you!