

FRANCHISEE POTENTIAL®

“Franchisee Potential®” measures the key qualities for the success of Franchisees who are both good salespeople, skilled managers and seasoned managers.



THE STRONG POINTS OF THIS TEST

- | ✓ Reliable franchise recruitment without costly failures
- | ✈ Acceleration of the franchisee selection process
- | 🔍 Revealing true entrepreneurial potential
- | 📊 Secure and controlled network development
- | ☀ Maximized franchisee performance
- | ⚡ Building a strong and sustainable network



BENEFITS

Franchisee Potential® is the expert solution designed for **HR managers , recruiters , network directors and franchise consultants** wishing to **secure their recruitment , reduce integration failures and accelerate the growth of their network** . This predictive assessment test allows you to **reliably identify profiles capable of undertaking a franchise , to objectively filter applications and to gain efficiency in each recruitment** .

Thanks to its unique multidimensional approach, you thoroughly assess the **commercial skills , interpersonal skills , entrepreneurial qualities and technical knowledge** essential for success in a franchise model. You thus transform your selection process into a real lever for **network profitability , loyalty , cultural alignment and optimization of local performance** .

Choosing **Franchisee Potential®** means adopting a **powerful and reliable HR solution** , specifically designed for the challenges of **franchise recruitment : reduction of casting errors , saving time in pre-selection , highlighting your professionalism** to candidates and **developing an aligned, sustainable and efficient network** .



PSYCHOMETRY

Test construction:

Pack: HR

Questionnaire type: Normative

Number of questions: +250

Time to complete: 45 minutes

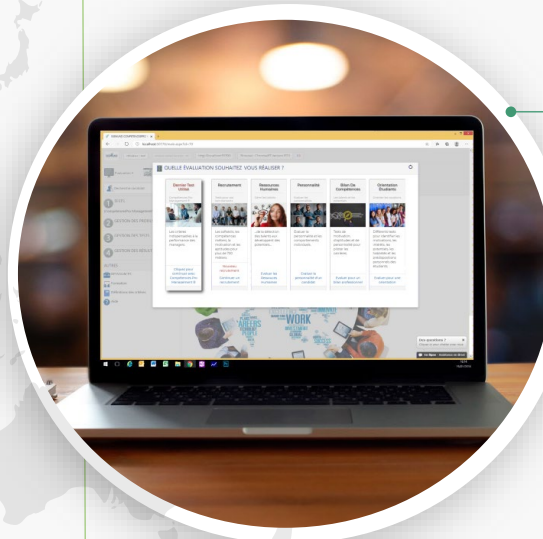
Test validation:

Double external validation

Internal validation, consistency

Loyalty

Reliability



Test available in



25 job descriptions
included



FRANCHISEE POTENTIAL®



DIMENSIONS AND CRITERIA EVALUATED

PROFESSIONAL DIMENSION

- Strong **sense of sales** and business development
- Constant search **for quality** in the activity
- Mastery and rigorous **management of financial**
- Ability to effectively **manage** all operations
- Methodical **organization** and clear **management of priorities**
- **Social management** and team management
- Strong **work ethic** and sustained commitment
- Ability to prioritize strategic tasks
- **leadership** to lead your teams
- **adaptation** to **new situations**
- **Resistance to stress** in a demanding environment
- Ability to **motivate** and unite around the project

PERSONAL DIMENSION

- **Resistance to failure** and ability to bounce back quickly
- **Natural authority** to assert oneself as a leader
- Strong **will**, **courage** and perseverance in effort
- **adherence** to the project and the values of the network

RELATIONAL DIMENSION

- Ability to **communicate** effectively with all stakeholders
- Strict **compliance with** network **rules**, procedures and **practices**
- **Negotiation** skills in commercial and contractual contexts
- Great relational **availability** and active listening
- **Ease of contact** and rapid creation of a climate of trust
- **Self-confidence** in professional exchanges

TECHNICAL DIMENSION

Knowledge and know-how of the profession

