

# BRIAN TRACY®

G L O B A L

**Business Coaching | Corporate Training | Franchising**

**Achieving Personal and Business Goals Faster**

## **Brian Tracy FocalPoint Franchise Frequently Asked Questions**



## An Introduction to Brian Tracy Global

### Who is Brian Tracy?

Brian Tracy has been a leader in the professional development industry for 35 years. He has published over 70 best-selling books, produced 300 written and audio programs and he speaks to audiences of 250,000 every year.

Brian Tracy Global has a presence in 60 countries. Over 5 million people have attended our training courses. The Brian Tracy brand is regarded as a world leader in professional development and excellence. Our clients include well-known companies such as Canon, BMW, Electrolux, One Steel, Elders Real Estate, Qantas, Westfund, Ikon, Uretek Worldwide, IBM, Hayes Knight and many small and medium-sized organisations.

## The Opportunity

### What is the opportunity with Brian Tracy Franchising?

You can own your own professional coaching and corporate training business, in partnership with Brian Tracy Global. You will enjoy the ability to control your own time and we provide you with all you need to start a successful, well-respected and profitable business.

### Is this a franchise?

Yes. You have the freedom to be creative in building your business within this franchising model. You have the ability to put your individual mark on your business. You can develop your own niche in the market and focus on the aspect of the programs that are most aligned with your natural talents. You can be confident with the backing of a proven business system to compete in today's rapidly-changing market. Our knowledgeable and experienced team provides full support and helps you to achieve your goals faster.

### What is the earning potential for a Brian Tracy Franchise business?

The overheads are low, the market needs qualified trainers and the profits can be high. The potential revenue for a Brian Tracy franchise business is very much under the control of the individual franchisee and we will run through revenue forecasts with potential franchisees, taking into account factors such as full-time/part-time and areas of training in which you would intend to specialise.

## Brian Tracy Products and Services

### As a franchisee, which key products do I sell?

1. **World-class, multi-media, interactive workshop courses.** These programs cover the topics of time management, sales, leadership, and professional development; they can be delivered in 1-2 day sessions or during 12 months. Audio narration of the courses is available to the participants in the form of CD or USB – sustaining the learning and behavioural changes. Please see our website for a comprehensive overview of courses.
2. **State-of-the-art hiring and performance appraisal (online) assessments.** These include EQ, DISC, Workplace Motivators and Sales Skills assessments plus team assessments; all utilised to help companies determine exactly which areas to focus on for their training needs.
3. **E-Learning online modules.** All the courses are available from the learning portal Online Advantage; this transactional, PayPal system earns revenue for franchisees.
4. **Professional Coaching.** The popular and efficient coaching programs are delivered via iPad apps during face-to-face facilitation sessions.

### What areas of development do the Brian Tracy Global products address?

The training and coaching is designed to deliver sustained learning in specific areas including: management of staff, team development, self-leadership, personal effectiveness, mentoring and motivation, sales strategies and time management. With their modular format, our programs are also excellent for ongoing coaching and consulting.

### What is a typical BTG training course like?

Training can be delivered in a variety of ways such as with a group or work team, one-on-one, or self-paced learning online. Each program is customised with the learning modules best-suited to the client's needs. A module is typically one hour of training. When the module on Goal Setting is delivered, for example, the facilitator introduces the topic and presents the current practice by experts in this area. The module is presented using Brian Tracy material on DVD and power points, the participants use workbooks for additional learning exercises, followed by discussions or group work and they conclude with action steps. These steps build to an action plan which can be implemented immediately. As opposed to feeling inspired for a day or two, participants leave the training with a structured plan to remain motivated.

### What makes our programs different to others?

Training programs are delivered in multi-media interactive workshops using custom-designed workbooks and exercises which appeal to all learning styles. The full audio version of the program is used for sustained learning. Programs

consistently receive positive feedback and clients achieve a superior ROI in addition to accomplishing their desired outcomes.

### Can the BTI programs be adjusted or modified to suit the client?

Absolutely. The programs are modular-based and therefore can be delivered over consecutive days or over a 12-month period. The content can be adapted to suit the participants especially when they are from the same organisation or industry.

## Operating Your Brian Tracy International Business

### What training and support will I receive?

We provide you with all you need to launch your own professional coaching and corporate training business, enabling you to get a fast start and generate an early return on investment. You will attend a 4 or 5 day induction training session in your first week where you will experience the training programs, become familiar with the products and services in your tool box, gain an understanding of BTI and the industry, and develop your business plan. Your support is ongoing.

### What are some examples of how a Brian Tracy franchisee delivers services?

These are 5 examples of various possibilities:

1. A small group of business owners or executives around a boardroom table, one afternoon per month, undertaking a 10-month leadership program.
2. A hotel function room full of individuals attending our world's best-selling, one-day, time-management program "Eat That Frog!" which leads them to book for another course at the end of the program.
3. A two-day training program delivered at a client's offices, perhaps in the area of sales or management, and then followed up with a refresher session one month later, at the back end of their sales meeting.
4. A franchisee overseeing the execution of a 3- to 12-month training program for a large company requiring training and development for hundreds of their staff.
5. One-to-one coaching. Meet your client 3-4 times per month for individualized coaching sessions. Who delivers the Brian Tracy training programs?

Our corporate training or coaching programs require a knowledgeable facilitator and you will be fully trained in this capacity. The content of the programs by Brian Tracy is first-class and the facilitator's role is to lead the session using the resources and tools. After your comprehensive induction training and some practice, you will be ready to win business.

### What is the preparation and follow-up for delivering training?

Following a consultation with the individual or company, you will have an understanding of what areas of development will be of most benefit to the organisation. Preparation will include personalising the training to the organisation and industry. Follow-up could include a review with the employer, one-on-one coaching with the participants, or assistance in the field in the case of sales training. Follow-up is important for repeat business and referrals, in addition to being a good business practice. All aspects of preparation and follow-up will be covered in franchisee training so you will be fully prepared.

## Important Factors for a Successful Brian Tracy Training Business

### What are the key elements of success in operating a Brian Tracy franchise business?

Delivering training and coaching can be very rewarding and enjoyable. One of the critical success factors in running your own successful business is persistence. A successful franchisee enjoys meeting new people and is committed to making consistent calls, networking and having weekly meetings with decision-makers who can benefit from your products and services.

### What time investment is required to run a successful Brian Tracy franchise business?

This is very much in the control of the franchisee and it will vary considerably depending whether you are engaged in the business full-time or your Brian Tracy business is a supplement to your existing business. You control your own time so you can work part-time hours and spend more time with your family if you choose or you may desire to grow your own training company with a team of salespeople and facilitators. The flexible nature of the business is part of the appeal.

### Do I need an office or can I work from home?

The decision is yours. We have franchisees who work successfully in both environments so it is really a personal choice. This is an ideal work-from-home business because most training is done on client premises. A serviced office with boardroom access can also be a good middle ground, providing flexibility for your business to grow.

### How do I get new clients?

This is an area we focus on at the induction training and with ongoing support. There are many avenues for finding clients and a successful business person will use all sources including networking groups, alumni associations, social media, work colleagues, professional organisations and contacts, social clubs, business associates, advertising, prospecting and referrals.

### Can I market programs from another organisation?

Yes. There are many products and services which have synergy with our training programs.

### Do I need to have sales experience?

Despite being in the training and coaching industry, it is important to remember that all businesses are in sales to some extent. The content of the BTI programs has some of the best training in the world in sales strategies and techniques. If you do not have previous experiences in sales, you can learn all you need to know with the Brian Tracy sales programs. Alternatively, you can hire someone else to generate sales for you.

## Start-Up Information

### What are the additional set-up costs?

Typical office equipment is necessary including a computer, printer, telephone, and AV equipment. For those new to operating their own business, there are establishment costs including: registering a company, website domain, individual business IP including business cards, stationery, etc. We are pleased to offer advice on your start-up requirements.

### Are there royalties and ongoing expenses?

Yes. Monthly royalties cover access to resources, innovations, IT updates, lead generation activities and continued support. Ongoing expenses can be broken down into two main areas: (1) attracting new business and (2) delivering the training. Please refer to associated documents and the detailed information kit for more information.

### Do I need to invest in inventory/stock?

The inventory required to run a training program varies for each program but is typically a workbook for each participant and an audio set of the program for each participant. Ideally, the inventory is ordered from BTI when the client has paid a deposit (delivery is 7-14 days), eliminating the need for the franchisee to purchase and hold a volume of stock. An initial inventory kit is necessary to get into the cycle. The coaching programs are on iPad applications and do not require physical training manuals.

## Return on Investment

### Can I earn residual income?

Most definitely. One key objective could be to wholesale BT programs to companies which have their own training departments. They are often looking for quality content to develop their people. BTI can wholesale the products on a train-the-trainer basis. This means that a BTI franchisee trains the trainer at the organisation on how to deliver the BTI material and then the organisation is your client and orders inventory from you as it is required, thereby providing you with a residual income. You also have access to the Online Advantage e-learning portal and this is a supplement to training or a stand-alone service you can offer. It is secured with PayPal and revenue is cleared to you monthly.

### How long does it take to start generating revenue?

Of course this varies depending on factors including how active the individual is, as well as their past skills and experience. An active franchisee should aim to run their first training program within 30-60 days of the induction training.

## Criteria for Becoming a Brian Tracy Franchisee

### What skills and experience are necessary to be successful as a BTI franchisee?

We are looking for high-calibre individuals who are experienced professionals or entrepreneurs. To be a successful BTI franchisee, you will need excellent communication skills, have an understanding of the needs of the clients requiring our products and services, you will be self-motivated and comfortable operating autonomously, and you will enjoy the challenge of running your own business. We have franchisees that are successful despite having no prior experience in training, sales or operating a business. We provide you with the training and support you need to get started. Your dedication and persistence are the keys to your success.

### Who is a typical BTI franchisee?

They are like-minded individuals who have a passion for personal achievement and professional development. They want to make a difference and help companies and individuals, while enjoying the freedom of owning and growing their own business. They come from a variety of backgrounds, range in age from 30 to 70, are a mix of men and women and vary in how they choose to operate their BTI training businesses. The flexibility and the ability to bring your own personality and experience to the business is part of the appeal.

### What is the process to become a franchisee with BTI?

- Stage 1 – Receive initial information with an overview of the opportunity
- Stage 2 – Speak to our team to discuss the opportunity and investment
- Stage 3 – Receive detailed information and investigate the opportunity in-depth
- Stage 4 – Complete the application and discuss the training schedule and start date
- Stage 5 – Authorise the franchise agreement, pay the franchise fee, begin pre-training preparation
- Stage 6 – Attend induction training and launch your new business



## You May Be Wondering...

### Who are Brian Tracy International's main competitors?

There are many companies in the training space; the majority of which are small providers. The larger organisations include: Dale Carnegie, rogenSI and Franklin Covey. The main differentiators are whether they can offer a comprehensive suite of programs (as opposed to just sales training, for example), have a proven learning methodology that guarantees results, provide online training and have the ability to service a client with international offices. We are confident that Brian Tracy International has the best world-wide offering with proven, sustainable results.

### Why not just develop my own training programs?

Some candidates have previously considered this and concluded that it requires a great deal of time and money to develop one program, let alone a suite of 10+ programs (which is necessary for repeat business and a comprehensive offering). It is also difficult to compete with content quality from a well-respected leader who is widely-regarded as the foremost authority in the industry. New programs would not have the advantage of market recognition, brand credibility and established reputation. With a substantial track record and well-researched content, the Brian Tracy suite of programs provides you with a fast start and a solid foundation on which to grow your business.

### Which geographical territory will I operate in?

You will have national territorial rights.

### How long is the franchise agreement with BTI?

Depending on your region, it is typically 7 years and generally no charge for renewal.

### Can I sell my business?

Yes. BTI simply needs to approve the purchaser.

Thank you for taking the time to review these Frequently Asked Questions.

We are looking for self-motivated, high-calibre individuals who want to control their own time and income by owning a Brian Tracy training and coaching franchise. If you think this could be the right fit for you, please contact us right away for more information.

We look forward to hearing from you!

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