

## **Roles & Responsibilities of Franchisee Partner:**

1. Approaching the clients given by XLNC.io
2. Explaining the list of products and services
3. Taking their technical specs or connect with the Technical Person in head office for the specifications requirement
4. Make sure client is taking our product / service
5. Collecting payment from client via cheque/ DD / NEFT /RTGS
6. Updating about Invoice to the client
7. Involving in Delivery of product/service or arranging demonstrations
8. Customer Relationship with the clients
9. Attending Network events and business events in city
10. Identifying New Business aspects
11. Maintaining database as possible with new businesses
12. Reminding customers with renewals and related follow-ups
13. Getting referrals from existing customers
14. Maintaining Brand Guidelines of the Brand
15. Creating Business life cycles in possible aspects
16. Responding to enquiries from the franchisee location
17. Taking feedback and testimonials from the Customers
18. Associate with business owners for word of mouth branding
19. Transparent communication with the client and Franchisor
20. Leadership and Boss Attitude for the Franchisee in the location
21. Balancing existing customers and new clients
22. Maintaining ethics, standards and Franchisor Guide Lines
23. Balancing Services and Products information with basic knowledge
24. Commitment and resource utilization for the Sales growth
25. Never Quit Attitude – Wealth creation Passion

## **Roles & Responsibilities of Franchisor:**

1. Generating Leads for the franchisee locations
2. Creating Marketing campaigns for the franchisees
3. Generating Database of the franchisees and business owners
4. Developing quotations for the client requirements
5. Creating content for the product and service demonstrations
6. Maintaining social media campaigns and pages for the business
7. Maintaining Technical, Digital, Designing and Sales Team for the franchisees

8. Maintaining Centralized infrastructure and resources for the business
9. Conducting training for franchisees on regular intervals on new updates and policies of the business and marketing
10. Identifying new business aspects in the industry
11. Preparing Presentations and demonstrations on new products and services
12. Creating Templates for every service and product
13. Maintaining CRM for the overall business
14. Maintaining Domains, Hosting, Source files, Security, Confidentiality of Every Product and Service given to client and Franchisee
15. Maintaining credibility, Brand Image, Good Will of the Business
16. Maintaining setup costs, training, marketing resources and agreement drafts for the business
17. Maintaining Public relations with the media, clients and organizations
18. Online Promotions Nationwide
19. Managing Services and products with latest price list and updates
20. Training and educating franchisees and their staff for business support
21. On-going support for the franchisees on customer service, technicality in day to day aspects also
22. Creating robust business models
23. Maintaining intellectual property rights, trademarks of the brand
24. Communicating about product and service updated to the franchisee and customers also
25. Solving ground level business issues of the franchisee with possible solutions
26. Adopting advanced technologies for business and products/services
27. Expanding Franchisees to various locations as per franchisee requirements
28. Formalizing Systems to be Unicorn
29. Running all day to day operations to support the franchisee
30. Building Brand Identity and Market recognition
31. Advising and supporting franchisees for the newer segments
32. Increase the sales and Business of Overall business

## **Roles and Responsibilities of Franchisor and Franchisee Jointly:**

1. Demonstrating about product or service to the client
2. Discussing updates about day to day business
3. Assessing the client budget and preparing quote
4. Updating the client about quote and payments
5. Reminding client about renewals
6. Updating client about new technical updates and support in the product or services
7. Updating the client about new policies in business
8. Identifying new business opportunities in the franchisee location
9. Training on Referral and Network Business Opportunities
10. Finding Clients using the resources and personal branding
11. Maintaining Customer life cycles
12. Maintaining on brand guidelines business guidelines
13. Endorsing the product or service to new business owners
14. Working on customer business issues from the product or service
15. Generating more sales in a month