

FRANCHISOR TO FRANCHISEE

Don't Skip Out on Nurturing Your Network!

If you run a franchise operation, it's likely you already deliver some degree of training to franchisees – but have you ever thought about just how vital high-quality training is to your ongoing success? From company branding to business operations, quality control and more, franchise training is essential for long-term growth. Let's take a look at the key statistics surrounding franchise training, and why you can't afford not to invest in the success of your franchisees.

\$670
BILLION

The amount that franchising companies contributed to the US economy in 2022, with strong representation in the fast food, convenience stores and hotel spaces.¹

The number of franchisees reporting profitability. The better the training provided by franchisors, the higher the likelihood that a franchisee will remain profitable long term.²

97%

\$300,000

The median initial investment to start a franchise. Launching a franchise isn't cheap, so it pays for franchisors to kick-start each new franchise with quality, comprehensive training.³

74%

The percentage of workers in a UK poll who felt they weren't achieving their full potential at their job – a challenge which franchisors with comprehensive training programs can help their franchisees solve.⁴

The length of time that McDonald's provides hands-on, on-site training to new franchisees. Being the poster child of the successful franchise, McDonald's robust top-down training program can be seen as the core to its global success.⁵

12-18
MONTHS

35%

The percentage of franchisors who say that a lack of business acumen is a barrier in franchisee recruitment. Training franchisees to improve their business know-how is key to improving the productivity and profitability of your franchises.⁶

The number of times more profitable that engaged franchisees are than non-engaged franchisees, showing the value of keeping franchisees motivated and constantly developing new skills.⁷

3.7

How can you deliver high-impact training for your franchisees?

Get a demo of Training Orchestra's Training Resource Management System (TRMS) and discover how to optimize training operations to deliver the best Instructor-Led Training (ILT) and Virtual Instructor-Led Training (vILT) that will engage and inspire your franchisees.

trainingorchestra.com/demo



Training
Orchestra

Training Resource
Management System

¹ <https://www.proproftraining.com/blog/what-is-a-franchise-training-program/>

² <https://www.franchisesupermarket.co.uk/the-uk-franchise-industry-stats-figures>

³ <https://www.adp.com/resources/articles-and-insights/articles/i/franchise-startup-costs.aspx>

⁴ <https://www.pointfranchise.co.uk/articles/why-training-is-so-crucial-for-a-franchisee-5622/>

⁵ <https://www.mcdonalds.com/us/en-us/about-us/franchising/training-services.html>

⁶ https://www.whichfranchise.com/feature_template.cfm?FeatureID=477

⁷ <https://blog.franconnect.com/how-to-onboard-new-franchisees-for-ongoing-success>