



**Australian Government**

# **BSBFRA504 Manage relationships with franchisees**

**Release: 1**

## BSBFRA504 Manage relationships with franchisees

### Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

### Application

This unit describes the skills and knowledge required to manage relationships with franchisees.

It applies to individuals with a well-established, sound theoretical knowledge base in franchising who are proficient in using a range of specialised technical and managerial techniques to establish, manage and maintain relationships with franchisees.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

### Unit Sector

Management and Leadership – Franchising

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Establish relationship with franchisees	<p>1.1 Establish franchisee advisory council and other communication channels to link franchisee and franchisor to inform best practice and support franchisees and franchise operations</p> <p>1.2 Determine and implement own role on franchisee advisory council</p> <p>1.3 Determine and clarify own role and responsibilities as franchisor's representative</p> <p>1.4 Establish schedule of contact with franchisees</p> <p>1.5 Hold initial meetings with franchisees to initiate ongoing relationships</p> <p>1.6 Discuss and clarify roles and responsibilities of franchisor and</p>

ELEMENT	PERFORMANCE CRITERIA
	franchisee with franchisees at initial meetings
2 Facilitate customer service provision to franchisees	<p>2.1 Schedule and facilitate services to be provided to franchisees as per agreement</p> <p>2.2 Negotiate and facilitate needs for additional services</p> <p>2.3 Manage marketing or other cooperative funds according to documented agreements with franchisees</p> <p>2.4 Resolve problems arising in service provision with franchisees in line with documented complaint handling procedures as specified in the Franchising Code of Conduct</p> <p>2.5 Maintain currency of information relating to services provided through franchisor</p>
3 Provide advice to franchisees	<p>3.1 Monitor business activity of franchisees</p> <p>3.2 Provide specific advice to franchisees through required training</p> <p>3.3 Clarify requests for advice from franchisees and provide appropriate responses</p> <p>3.4 Undertake research to inform advice to be provided</p> <p>3.5 Provide timely, accurate advice in a manner that promotes acceptance of that advice</p> <p>3.6 Ensure follow up with franchisee to ensure advice is understood and appropriate responses are made by franchisee</p>
4 Review management of relationship with franchisees	<p>4.1 Monitor relationships with franchisees for customer satisfaction</p> <p>4.2 Review strategies and practices to manage relationship with franchisees to identify improvements</p> <p>4.3 Implement identified improvements in managing relationships with franchisees</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	2.3-2.4, 3.1, 3.4, 4.1,	<ul style="list-style-type: none"> <li>Identifies and interprets information in agreements and</li> </ul>

	4.2	<p>relevant Codes of Conduct to confirm obligations and advice</p> <ul style="list-style-type: none"> <li>Interprets feedback provided by franchisee</li> </ul>
Writing	1.1-1.6, 2.1-2.3, 3.2-3.6, 4.1, 4.2	<ul style="list-style-type: none"> <li>Creates a range of texts to record schedules, meeting outcomes and reviews</li> <li>Develops materials for a specific audience using clear and detailed language to convey information, advice, requirements and recommendations</li> </ul>
Oral Communication	1.1, 1.5, 1.6, 2.4, 3.2, 3.3, 3.5, 3.6, 4.3	<ul style="list-style-type: none"> <li>Participates in a variety of spoken exchanges using language and non-verbal features appropriate to new franchisees</li> <li>Uses listening and questioning skills to gather information and clarify understanding</li> </ul>
Navigate the world of work	1.1-1.6, 2.1, 2.3, 2.4	<ul style="list-style-type: none"> <li>Identifies and establishes the responsibilities of own role and the roles of others</li> <li>Takes full responsibility for following policies, procedures and the Franchising Code of Conduct</li> </ul>
Interact with others	1.1-1.6, 2.1, 2.2,	<ul style="list-style-type: none"> <li>Establishes and uses appropriate communication channels and protocols</li> <li>Uses effective interpersonal skills to remedy issues and disagreements and negotiate acceptable outcomes</li> <li>Interacts effectively to build relationships and provide advice and information</li> </ul>
Get the work done	1.1-1.6, 2.1, 2.2-2.5, 3.1-3.6, 4.1-4.3	<ul style="list-style-type: none"> <li>Accepts responsibility for planning, prioritising and sequencing complex tasks to achieve outcomes, according to agreements</li> <li>Works independently and collectively in making decisions</li> <li>Applies problem-solving skills to analyse and address issues with franchisees</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBFRA504 Manage relationships with franchisees	BSBFRA504B Manage relationships with franchisees	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>