

# FranchiseDifferent

Whether you are having trouble growing new franchise locations or your existing units are struggling with lagging revenue...then it's time to FranchiseDifferent



## FranchiseDifferent is All About Getting Franchisors More New Units & Growing Revenue of Existing Franchise Owners!

BobbyGrant is a marketing and branding expert with BroadMoar. He began his 18-year career at Apple Computer as Retail Marketing Executive and was later recruited to IBM Global Services, where he managed an e-commerce consulting group for over 10 years..

Over the past four decades, BobbyGrant has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, Coca-Cola, FedEx, Paramount Pictures, and The Ritz-Carlton. Building on his unique experiences with these iconic companies, he has learned what works best and what mistakes to avoid.

After having those experiences, he was invited to speak at numerous trade shows and industry events. He encountered a multitude of entrepreneurs, business owners, and franchise groups. He collaborated with several of them to boost revenue and expand margins, all the while enhancing customer experience and addressing customer service issues. Many business owners enlisted BobbyGrant's services to meet with franchise recruiters in order to assess various franchise opportunities..

After multiple meetings, it became evident that certain franchise units were failing to meet revenue projections and most expressed dissatisfaction with the franchisors.

BobbyGrant created FranchiseDifferent to address various issues and challenges. FranchiseDifferent incorporates his proven marketing methods, known as "**Reaction Marketing**," and his proven three-step process used by over 200 companies. His modified version also includes the "**Within The Walls Marketing**," which he has developed over 40 years.

Whether you are having trouble growing new franchise unit sales or your existing units are struggling with lagging revenue...then maybe it's time to FranchiseDifferent!

Contact a BroadMoar Partner or Advisor today to how if FranchiseDifferent can grow your company.

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**PARTNERS**

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BrandDifferent™

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