



Crest Commercial Cleaning Ltd

ROLE DESCRIPTION: **Hutt Valley and Wairapa Master Franchise**

Position title: **Master Franchisee**

Responsible to: **Managing Director**

Functional Relationships:

Internal	All members of the Crest Admin Services, the Master Franchisee Team and Crest's appointed Company officers, and the Franchisee team.
External	All customers of CrestClean.

Primary Objectives:

- To promote, develop and maintain business with our existing and new customers.
- To ensure that all aspects of the customer relationship are met: From upfront communication, through accurate quoting, account administration timely delivery of cleaning services through the franchisee team
- To develop and retain new business, by marketing the company and its products and services, ensuring a deliverable solution at all times. Managing all forms of communication i.e. phone, email, and personal interaction.
- Complete CRM as required with all activities relevant to the company sales process.
- To manage resolution of customer issues, take full ownership for providing a satisfactory solution for the required outcome, to build strong relationships, which contribute on-going value to the customer.
- Self-management of knowledge, keeping up to date with competitor information, know your local market and by attending relevant seminars, courses, networking functions, or any other appropriate training.
- To manage day-to-day aspects of customers' needs within our industry.
- To interview new franchisees.
- To take new franchisees through the sales process.
- To appoint new franchisees and manage their training and induction.
- Set up franchisees with customers, manage their activities and assign jobs to franchisees in a business savvy manner.



- Build/maintain a rapport with your franchisees and other company members fitting with Crest's company culture, and as set down in the Regional Manager's (Master Franchise) operations manual.
- Meet with franchisees to audit equipment and vehicles, and monitor their job performance by quality inspections and communications to customers to maintain customer satisfaction.
- Mentoring franchisees to grow and develop their businesses.
- To maintain and nurture the company culture as an approachable and personable organisation.
- In all the above to conduct oneself in a professional business-like manner at all times.

Annual Budget Performance Targets

- The annual budget required for the first year shall be **\$360,000** of net gain of Gross Turnover (exclusive of G.S.T) per annum.
- Conduct customer quotations at a price level consistent with policy as set down from time to time.
- Conduct a minimum of 15 customer contacts per week through the sales processes as per the Company Sales Programme.

Key Performance Indicators (KPI's):

- Meet the personal sales targets above through following proactive sales processes as per the Company Sales Programme.
- Accurate and timely information entered into CRM and completed.
- Taking responsibility for your own sales and post-sales support.
- Attendance of relevant training courses.
- Growth of franchisees' businesses in your territory and achieving successful mentoring and managing of their businesses.
- Positive customer feedback.
- Positive franchisee management feedback.
- Accurate and viable customer quotations. Timely delivery of quotes relevant to standards and protocol as per company's sales process.
- Be well presented in suitable business attire.

Note: The above "description of role" is a "living document", which will be evolving. The Primary Objectives, Annual Budget Performance Targets and the KPI's will be subject to updates from time to time.