



Golden Marketing Tactics for Franchisees and GMs

Getting the word out about your GC On the Go program can be a challenge. But when you put your Coordinator in charge of creating a coordinated, consistent, and effective marketing approach, you will see your GC On the Go sales soar!

Follow these 10 guidelines for working with your Coordinator to ensure a program that continues to build and drive sales.



1. Hire the right person with a great attitude and work ethic to be your Coordinator.
2. On the Go business relies on relationships and the building of repeat sales. Hire a sales person!
3. Mentor your Coordinator. Having a trained and dedicated employee you trust to represent you will give you a professional presence in the community.
4. Understand the power of “chit chat,” networking, and building relationships. Make sure the Coordinator knows that this is a big part of the job!
5. Trust your Coordinator to represent your business and go out and build relationships with new customers.
6. You don’t have time to run the program, but your Coordinator does. Let the Coordinator run with it!
7. Hand off control of the program to the Coordinator. Empower them with the tools to make it work, such as free offers to win back unhappy customers.
8. Invest in your Coordinator and their time.
9. Communicate the role of the Coordinator to the entire team, and ask for their help in selling the program.
10. Watch the program build sales!

*What is the impact of hiring the **wrong** person? If your customers consistently have a bad experience due to an employee with a bad attitude, it can seriously hamper your program.*

