

To succeed today, franchisors want high performing operators as brand partners. System growth relies on two outcomes: Your best performers can and will produce even better results and your underperformers can be led to reengage in operational standards and quickly improve. When even the smallest part of a system falls below acceptable operating standards, the BRAND suffers, and relationships are tested. When the franchisor follows the three strikes formula to force compliance, the trust relationship can be broken and the chance for improvement is slowed while the odds for litigation increase.



Our team of experienced multi-unit franchisees provide authentic, operator-focused strategies to improve your franchisees' performance, engagement and trust.

PerforMax's unique solutions focus on leading the best franchisees to even better results, and assisting underachievers in rebuilding high performing operations with positive attitudes about performance expectations.

Our Inside Out approach is different: Our team puts boots on the ground at the unit level and builds a workout plan with the franchisee from their vantage point. We construct a bridge with the franchisee that will lead to improved results and establish a winning attitude if the operator is willing to dig in and work.

This is the PerforMax Franchisee Fitness Program

Our team is led by three partners with 96 years of combined multi-unit operator experience. All three of PerforMax's partners currently serve on the International Franchise Association's Board of Directors.

- **Tamra Kennedy** - *owns and operates nine Taco John's restaurants*
- **Mitch Cohen** - *Three Jersey Mike's restaurants and former owner of several Dunkin' and Baskin-Robbins locations*
- **Tom Baber** - *multi-unit and multi-brand franchisee with International House of Pancakes and Money Mailer*

PerforMax Phased Approach

- **Phase I: Franchisee Audit and Assessment**
 - Two-day Xplore Session with Brand Executives
 - Franchisee Discovery Day with Brand-Selected Participants
- **Phase II: Discovery Review**
 - Summary of Findings
 - Bottom Tier Workout Regimen
 - Top Tier Maximization Plan
- **Phase III: 90-Day Franchisee Fitness Program Implementation**

Uses next-level techniques to build a routine that both maintains improvements and creates a powerful toolbox to use as the unit builds on foundational operational execution methods.

Contact us to learn more about maximizing your franchisees' performance

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