

SNIP-ITS FRANCHISE CANDIDATE PROFILE



Profile Summary:

- Net worth minimum \$500,000 and \$100,00 liquid capital to invest
- College education or experience
- Minimum 5 years business experience, especially in finance and marketing
- Willing to commit to multi-unit agreement

Psychographic:

- Ambitious; driven to succeed
- Works hard, plays hard
- Enthusiastic, upbeat attitude
- Leadership by example
- Tough, but fair
- Respect and empathy for others

WHAT THE CANDIDATE WANTS

From their career:

- Leverage their cumulative career experience
- Control of destiny; good or bad
- Pride in achievements; success
- Development of a legacy business
- Collaboration and support
- Achieve lifestyle and financial expectations
- Professional satisfaction; reward
- Increased flexibility; family time
- Establish sustainable growth
- Create positive, supportive culture

From a franchise opportunity:

- Proven systems
- Comprehensive, enthusiastic support
- Brand strength and protection
- Multiple revenue streams
- Competitive edge; niche product/service
- Return commensurate with effort
- Proactive system enhancements
- Fill a community need
- Recession resistant
- Advanced business tools and technology

WHAT SNIP-ITS WANTS

Personal Traits:

- Enjoys developing staff and positive culture
- Dedicated to quality and customer service
- Connects with people, builds relationships
- Diligent, ambitious, persistent, patient
- Can identify and capitalize on opportunities
- Honesty and integrity
- Positive outlook, upbeat personality
- Connected to their community
- Passion for kids and providing a good experience
- Willing to follow a system
- Quick to embrace change, collaborative
- Strong work ethic

Helpful Background/Experience:

- Business management
- Financial acumen
- Marketing strategy
- Well-capitalized
- Staffing and employee development
- Committed to customer service
- Strong communication skills
- Analytical and organized
- Solid decision-making skills
- No hair care experience preferred
- Can multi-task, handle stress
- Demonstrated leadership skills
- Cold-calling, networking skills