



selector[™] **franchise**
make better people decisions

Case study
SureSlim: Supporting franchisees to succeed

Selector Limited

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SureSlim is a medically based weight-loss programme that originated in South Africa in the mid 1990s. It has more than 100 clinics in Canada, the United Kingdom, Australia and, since 2003, New Zealand, and has helped 60,000 New Zealanders lose weight.

Like most businesses, SureSlim has been hit by the financial turmoil of the past two years. This year, with Selector Ltd, franchise manager Robert Eng started exploring what made his franchisees tick, and how to help them to boost business despite the downturn.

What he learned during the process of psychometrically assessing himself and several franchisees, using Selector Insight – Selector’s key psychometric testing tool – came as a surprise.

Understanding strengths and weaknesses

Robert has always thought it would be ideal if a business could just clone its star performers. Now he understands that’s not right. “You can’t have everyone as a clone of one person – you’ve got to have strategists, but you’ve also got to have doers.

“If the franchisor has some weaknesses, maybe you need some franchisees that have the corresponding strengths.”

It has also helped him to understand the support some franchisees need if they are to succeed – and how to offer it to them.

“I can see from their assessment reports where they struggle in certain areas. For example, one of the franchisees consistently seeks approval – she needs to have reinforcement, she likes to be liked.

“Whereas another one couldn’t care less – she knows where she is, she knows where she is going. She’s a hard worker who can work independently.”

The second franchisee is a star performer for SureSlim, but now he understands the first franchisee better, Robert has offered her more time and encouragement. This is helping her – and therefore the franchise – succeed.

“Franchisees are my customers, because they provide me with revenue. If I need to work a bit harder with one than another, so be it. If I need to model my behaviour differently with one over another, so be it.”

After working closely with her, Robert was delighted when the first franchisee made her own decision to hire a business mentor – showing that all the work he had put in was really paying off.

Understanding high fail factors

Through the insights gained from Selector Insight and the expert analysis of registered psychologist Grant Amos, Robert also has a clear picture of a behavioural style that will not fit the SureSlim franchise.

“We need people to get on and do what we do,” Robert says, “to keep doing it, and not change if it’s working. There are times when it is more important to put your shoulder to the wheel than try to reinvent it. Openness to new ideas, confidence and strategic thinking are valuable attributes at SureSlim, but the ability to implement is critical.”



That knowledge came in very handy when Robert was approached by someone wanting to buy a SureSlim franchise. “He was a strategist, and he knew it all but clearly would not be hands on as a manager.” As a result, Robert decided he wouldn’t be a suitable franchisee.

But with most prospective franchisees, it’s not a clear case of yes or no—but rather understanding how best to work with them to draw on their strengths.

Robert has no doubt he will use Selector Insight again to help with selection decisions. “Absolutely I would use it, because you can only glean so much from interviews.”

With Selector Insight, however, he can make better informed decisions about how that person will fit the brand – and what SureSlim needs to do to help each franchisee succeed.

Selector Insight is an on-line assessment that provides a detailed picture of an individual’s strengths, weaknesses, motivations, working style and preferred work environment, so revealing whether subjects are likely to fit the brand and the system.

To learn more go to www.selectorfranchise.co.nz, call Grant Amos on +64 9 966 0232 or email g.amos@selectorgroup.com



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