



# Roundtable Details

**Monday, November 16, 11am - 12pm ET**  
**Group Sessions Tab**

Moderator	Topic
- Group Sessions -	Monday, November 16
Chelsie Charnet Maltez	Franchisors and Brokers Working Together Effectively
Amanda Ramirez	Efficiency in the Sales Process
Katy O'Connor	Creating a Zor Listing Brokers Respond To
Tom Spadea	Illegal Earnings Claims & the Consequences for Making Them
Nick Powills	Position the Franchise Brand the Way Buyers Want to See it
Charles Internicola	FDD's and Item 19's that Create Transparency and Support Sales
Al Lesko	How to Improve Your Close Ratios
Paul Bosley	Different Types of Loans for Approvals
Lisa Welko	Helping Executive Candidates Buy Into Your Process
Carey Gille	Adapting the Sales Process for the Virtual Environment
Jason Leber	Speeding Up the Sales Process
Danny Ballard	Cultivating High Quality Referrals
Alison Lair	How to Sell Service Brands
Corey Elias	Mastering the Initial Call

Moderator	Topic
<b>- Group Sessions -</b>	<b>Monday, November 16</b>
<b>Rich Greer</b>	<b>Avoiding Lost Deals by Staying Tuned in</b>
<b>Adrienne Leigh</b>	<b>Getting Candidates to be Decisive</b>
<b>Jane Stein</b>	<b>Working with Semi-Passive Franchise Buyers</b>
<b>Trevor Rappleye</b>	<b>The Power of Video and Story</b>
<b>Michael Layman</b>	<b>New Legislation and Its Impact on Franchising</b>
<b>Fabio Scocimara</b>	<b>Today's Most Effective Methods of Lead Generation</b>
<b>Leo Klus</b>	<b>How to Get Leads from a Specific Target Market</b>
<b>Jeff Lefler</b>	<b>Using the FDD as a Sales Tool</b>
<b>Heath Falzarano</b>	<b>Benefits of Using a Call Center or Appointment Setter</b>
<b>Rebecca Monet</b>	<b>Dealing with Fear in the Franchise Award Process</b>