



# BETTER TOGETHER

## Building a Powerful Franchise Brand

His presentation was probably the most important that we've seen at the Pizza Executive Summit.

- Marla Topliff  
President, Rosati's Pizza

### Simple strategies for building a powerful franchise brand

Franchises are a collaboration between the franchisor and the franchisee. Each side has needs and expectations. Both sides want to build a winning concept. But many times the relationship gets strained.

**Inspire your franchisees to be the best they can be.** Get them on board with their critical role in building a powerhouse brand. Whether you need increased compliance, improved execution, or better customer service, this presentation will motivate your franchisees to take their game to the next level.

Gerry O'Brion is a nationally recognized speaker, author, and marketing expert who helps restaurants thrive. Having worked on several billion dollar brands, he translates that experience into strategies that build great restaurant brands.

**Gerry will have your franchisees look at their business with a fresh perspective.** You will reexamine the role of the franchisor and franchisee and the importance of both sides. The fun, thought-provoking dialogue will generate real ideas you can use immediately.

### What You'll Get

- Collaboration to build a powerhouse brand
- The critical roles of the franchisor and franchisee
- Maximizing the franchise equation
- Creating a Spiral of Success
- Six steps to greatness in every franchise

### Who is this for?

This keynote is perfect for franchisors and franchisees looking to maximize their partnership to build a great national brand.

what Big Brands  
**KNOW**

## What people are saying...

The beauty is that Gerry understands the relationship between the franchisor and the franchisee. There's always tension that relationship and Gerry is excellent at understanding what they both need so he can almost become a mediator to get them both going along the same path twice as fast to get to their goal together.

He's got a special gift to be able to articulate to both the franchisee and the franchisor how to come together to achieve their initiatives. We used him at our conference and he got nothing but great reviews. We look forward to using him not only for our future conventions but along with the Which Wich team as we grow and continue down the franchise path.

- **Jeff Sinelli, Founder and CEO, Which Wich**

## Gerry O'Brion



### Gerry O'Brion helps franchises grow.

He is the Founder of What Big Brands Know® and the creator of The Restaurant Formula™, a program for attracting new, profitable customers to your restaurant. The Formula was created from the strategies used by the best, most successful restaurant concepts.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow businesses of all sizes. His strategies work in any restaurant regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos, VP of Marketing for Red Robin Gourmet Burgers and was recently interim VP of Marketing at Which Wich.



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